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# Annotated Bibliography of Floriculture and Ornamental Horticulture

Marketing and Other Economic Information

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## PREFACE

This bibliography supersedes a similar bibliography, AMS-136, June 1959, by Alvin Z. Mocamber and Elmer J. Moore. Three features have been added that will make the bibliography easier to use. First, the U.S. Department of Agriculture library numbers are given for publications available in the library. Second, brief annotations follow most listings. Third, a numerical listing by subject matter is included at the end of the bibliography.

It is not known whether all the publications listed are still available from the publishers. The Department of Agriculture has supplies available of many recent Department publications; most others may be found in major libraries. Those issued elsewhere should be requested from the publisher.

An effort was made to include all research reports and articles pertinent to marketing and other economic information for floriculture and ornamental horticulture published after June 1959. However, listings of items overlooked, particularly if accompanied by abstracts, will be welcomed. These should be sent to the Market Development Branch, Marketing Economics Division, Economic Research Service, U.S. Department of Agriculture, Washington, D.C. 20250. When sufficient additions are received, a supplement to the bibliography will be issued. Biological and physiological research publications were not included, and no attempt was made to include reports published prior to June 1959 other than those included in previous bibliographies. This bibliography is intended primarily for researchers in marketing and other aspects of the floral industry. It should also be useful to others in the industry who need to consult marketing research material.

Oliver M. Shipley, Division of Reference, National Agricultural Library, U.S. Department of Agriculture, collaborated in planning and developing this bibliography.

The compilation was done under the general supervision of Peter L. Henderson, Acting Chief, Market Development Branch, Marketing Economics Division, Economic Research Service, U.S. Department of Agriculture.

March 1967

ANNOTATED BIBLIOGRAPHY OF FLORICULTURE AND ORNAMENTAL  
HORTICULTURE -- MARKETING AND OTHER ECONOMIC INFORMATION

Compiled by Cleveland P. Eley  
Agricultural Economist  
Marketing Economics Division

1. ADAMS, R. L. Cost of Producing Deciduous Fruit Trees in Selected California Nurseries (A Progress Report). Calif. Agr. Expt. Sta. Giannini Found. Agr. Econ., Mimeo Rpt. 58, 10 pp. Apr. 1937.

A cost analysis of data obtained from 28 representative nurseries located in California.

2. ADAMS, R. L. The Vegetable and Flower Seed Industry of California. Calif. Agr. Expt. Sta. Giannini Found. Agr. Econ., Mimeo Rpt. 124, 33 pp. Oct. 1951. 281.9 G34M.

An analysis of the operations of 16 seed companies with emphasis on cost and return to the grower.

3. ALLWOOD, M. C. Packing Flowers for Transit by Post or Rail. Carnation Yearbook. 1959-60: 31-32. 84 C21.

Describes proper handling and packaging methods for protecting cut flowers in transit.

4. AMORELLI, G. F., KREMBERG, J., and CHERNIAK, J. S. The Metropolitan New York Cut Flower Market. N.Y. State Dept. Agr. and Mkts. Bur. Mkts., 43 pp., illus. Nov. 1956. 2 N482.

Growers, wholesalers, commission men, and retailers located in the New York metropolitan area were interviewed to determine what factors were related to the decline in volume of business. It was concluded that market facilities were inadequate for growth.

5. ASJES, E. Are You Operating Your Nursery at a Profit? Amer. Nurseryman 120(7): 36, 38, 40, 42, 44. Oct. 1, 1964. 80 Am371.

Author discusses a number of practices that his firm has successfully adopted: (1) Departmentalized landscaping, garden store, and nursery, (2) kept work records separate, (3) promoted efficiency in all phases and departments, (4) carefully selected varieties of plants, (5) maintained realistic prices, (6) labeled fertilizer bags as to analysis of content, and (7) practiced personnel development.

6. BACHMAN, L. A. Achievements and New Goals in Marketing Floral and Nursery Products. N.J. Mktg. Inst. Proc. 6: 17-19. 1965. 280.39 N462.

Stresses quality, maintenance, and greater variety of products to meet consumer demands.

7. BAKER, M. E. An Analysis of the Sale of Cut Flowers and Potted Plants through Supermarkets. Diss. Abs. 22(11): 3879-3880. May 1962. 241.8 M58.

Ohio test marketing results point out packaging methods, seasonal variations, losses, preferred varieties, demand, and markup used.

8. BAKER, M. E. New Jersey Consumer Study on Attitudes and Knowledge. Amer. Nurseryman. 121(4): 8, 60. Feb. 15, 1965. 80 Am371.

Conclusions derived from the study fall into three categories: (1) Consumers do have a favorable attitude toward nursery plants. (2) Knowledge about the use and care of nursery products is somewhat limited. (3) There is a need for dissemination of information on landscaping among homeowners.

9. BALLANTYNE, D. Carnation Grading--An Experiment. The Md. Florist. No. 55. College Park, Md. Oct. 1958.

Compares retail florist reactions to graded and ungraded carnations. Graded flowers were more acceptable.

10. BALLANTYNE, D., KALIN, E. W., and HARRINGTON, A. H. Grading of Carnations, Chrysanthemums, and Snap Dragons in Relation to Economic Marketing Conditions in Spokane, Washington. Jour. Farm Econ. 40(4): 948. Nov. 1958. 250.8 J822.

Grading offers a measure of quality control in some marketing situations and is worthwhile for producers of quality stock. Price differences were found between graded and ungraded stock.

11. BARGER, W. R. Altitude Tests with Flowers. U.S. Dept. Agr. AMS-59, 32 pp., illus. July 1955. A280.39 M34AM.

Reissue of 1950 report. Effects of simulated altitude, temperature, and humidity changes on air cargo flower shipments.

12. BARMETTLAR, EDMUND R., and SHEEHAN, THOMAS J. A Budgetary Analysis for a Large-Scale Anthurium Operation in Hawaii. Hawaii Agr. Expt. Sta. Agr. Econ. Rpt. 63. Sept. 1963. 280.9 H312.

Points out how better organization and large-scale operation might result in more efficient business operation.

13. BATEMAN, I. Garden base for British bulbs. Mod. Farmer 2(3): 12, map. May/June 1965. 10 M723.

Tells how the threat of overproduction in British bulb industry caused a group of growers to join together for the purpose of promoting British bulbs. Enumerates some of the activities of the group.

14. BAUMGARTNER, L. L. How to Buy Nursery Stock. Garden Merchandiser Supply. 10(6): 34-35. June 1959. Summary of panel discussions. 58.8 N21.

The panel recommended that wholesale dealers provide promotional and consumer educational materials to retailers for their customers. Most consumers are not as well informed about characteristics of species and varieties as they should be in order to make sound purchasing decisions.

15. BENNETT, WILLIAM J. Marketing Cut Flowers in Retail Food Stores: The Potential and Profitability in Massachusetts. Mass. Flower Growers Assoc. Bul. 87: 1, 2. Nov. 1964. 81 M383.

Enumerates the many problems to be solved before flowers can be successfully sold in food market outlets.

16. BERNINGER, L. M. Floriculture in Wisconsin, Its Economic Growth and Value. Univ. Wis. Agr. Econ. Rpt. 24, 9 pp. Aug. 1957. 281.9 W75.

Describes status, development, and potential of flower production and sales.

17. BERNINGER, L. M. An Economic Analysis of the Wisconsin Floriculture Industry with Special Reference to the Wholesale Commission Firms. Diss. Abs. 20(3): 911-912. 1959. 241.8 M58.

Discusses Wisconsin flower growers, wholesalers, and retailers.

18. BERNINGER, L. M. A Constantly Growing Industry is the Challenge of the 60's. Florists' Rev. 129(3345): 19, 40-42. Jan. 4, 1962. 80 W41.

Marketing research offers answers to problems of increased volume and costs. Uniform grades would aid in evaluating consignment reports and changing market conditions.

19. BERNINGER, L. M. Some Plain Talk on Benefits and Ills of the Consignment System. Florists' Rev. 129(3352): 21, 69. Feb. 22, 1962. 80 W41.

Proposes a modernized marketing system to remedy the ills of the consignment system.

20. BERNINGER, L. M. An Economic Analysis of the Wisconsin Floriculture Industry with Special Reference to the Wholesale Commission Firms. Univ. Wis. Agr. Econ. Rpt. 35. 32 pp. June 1963. 281.9 W75.

Discusses Wisconsin flower growers, wholesalers, and retailers.

21. BERNINGER, L. M. Tools of the Trade: Price-Quality-Grades. Florists' Rev. 133(3446): 17-18. Dec. 12, 1963. 80 W41.

Describes grades and standards as tools used by other agricultural industries. Summarizes advantages and disadvantages of using grades and standards.

22. BERNINGER, L. M., and CLODIUS, R. L. Procurement and Sales Policies of Five Milwaukee Florist Commission Firms. Wis. Agr. Expt. Sta. Dept. Hort. Prelim. Rpt., 15 pp. Dec. 1958. 100 W75.

Relates the buying and selling practices of five Milwaukee firms to their sales volume.

23. BESEMER, S. T. Shipping Methods Used for Fresh Cut Flowers Evaluated in Transcontinental Trials. Calif. Agr. 15(3): 6-7. Mar. 1961. 100 C12Cag.

Compares containers, packing methods, and conditioning of flowers before shipment and after arrival. Cut flowers that were free from aging problems when shipped, arrived in good condition regardless of shipping method used.

24. BOODLEY, J. W. What Lies Ahead for Northern Producers of Cut Flowers? Florists' Rev. 130(3356): 67, 127-131. Mar. 22, 1962. 80 W41.

Describes changing patterns of production, competition, costs, automation, fertilization, and technology.

25. BRITT, R. T. Selling Nursery Stock at Retail in Tennessee. Tenn. Farm and Home Sci. Prog. Rpt. 32: 3. Oct./Dec. 1959. 100 T25F.

Describes market structure practices and advertising; also discusses the implication of the lack of grades and standards in the industry.

26. BROOKE, D. L. Commercial Production of Gladioli in Lee County, Florida. Fla. Agr. Expt. Sta. Econ. Rpt. 100, 10 pp. Apr. 1948.

27. BOOKER, J. R., and SMITH, C. N. Changes in the Marketing of Foliage Plants. Fla. State Hort. Soc. Proc. 75: 439-442, map. 1963. 81 F66.

Describes marketing practices and problems of Florida foliage plant growers. Cites the need for cooperative action among growers.

28. BOOKINGS, HAROLD B. Comparison of Average Price of Roses with Forty Basic Commodities. Florists' Rev. 45(2461): 20-21. Jan. 25, 1945. 80 W41.

The price index for roses was generally higher than that for the 40 basic commodities in the twenties; however, prices dropped in the early thirties and never regained their former position.

29. BROWN, A. W. The Challenge of the Sixties. Fla. State Hort. Soc. Proc. 74: 2-7. 1961. 81 F66.

Includes information on Florida's growing flower, nursery, and citrus industries.

30. BRUNK, M. E. Selling by Growers. Florists' Rev. 134(3464): 82-87. Apr. 16, 1964. 80 W41.

Six points are listed as an aid to take the grower out of the category of an order-taker: (1) Improve personal salesmanship, (2) develop a reputation for quality, (3) give buyers credit for doing a good job, (4) handle product with care, (5) stop trying to run the other man's business, and (6) promote product by advertising.

31. BRUNK, M. E. Price Management and Utility. Florists' Rev. 137(3546): 19-20, Nov. 11, 1965; 137(3547): 65-70, Nov. 18, 1965. 80 W41.

Article taken from a paper presented by Dr. Brunk at a New York State flower growers' short course. Discusses the part price plays in regulating production; points out that price and quality are partners and that price is a motivator of consumption.

32. BRUNK, M. E., and HAMPTON, R. N. Problems in Selling Prepackaged Roses in Grocery Supermarkets and Variety Stores. N. Y. (Cornell) Agr. Expt. Sta. Agr. Econ. Rpt. 930, 37 pp., illus. Oct. 1953. 281.9 C81.

Impulse sales of cut flowers offer potential means of creating new market demand in supermarkets and variety stores. Emphasizes need for uniform grades, orderly marketing procedures, and price stability.

33. BRYANT, W., and SWINGEN, J. Prepackaged Flowers--Something New for Self Service. Pre-Pack-Age 1(9): 15-22, illus. May 1948. 280.38 P91.

Discusses prerequisites for successful self-service selling of cut flowers including methods of prolonging shelf life and specific procedures for packaging.

34. BUCK, V. The Growth and Development of the Foliage Plant Industry in Florida. Fla. State Hort. Soc. Proc. 73: 342-344. 1961. 81 F66.

Description of the growth, development, and economic implications of the Florida fern and foliage industry.

35. BUCKLEY, E. T. The Florist Versus the Supermarket. Florists' Rev. 126(3261): 11-12, 61-63, May 26, 1960; 126(3262): 21-22, 75-76, June 2, 1960; and 126(3263): 21-22, 66-67, June 9, 1960. 80 W41.

Part I. Basic supermarket marketing practices are not applicable to the florist business. Presents promotional ideas useful in selling flowers.

Part II. Correct packaging is one merchandising tool the floral industry can use for increased sales. The theory assumes higher sales and lower operating costs.

Part III. Cash and carry price competition is not for florists. Prepackaging offers the florist an opportunity to raise volume with reduced costs.

36. BURKE, RONNIE L. Horticultural Specialties Marketed as Side-Line Products in Retail Outlets. W. Va. Agr. Expt. Sta. Bul. 512, 24 pp. June 1965.

Describes the marketing practices and policies of nonfloral retail outlets in West Virginia that sell horticultural specialties as side-line products.

37. BURR, C. Drastic Changes in the Nursery Business in the Last Thirty Years; Reminiscences of a Nurseryman. Calif. Hort. Soc. Jour. 25(4): 97. 102. Oct. 1964. 81 C1293.

Author recalls the following factors that gave nurseries a boost: (1) Sales of bare root plants in spring and summer or off season, (2) passage of the Federal Housing Administration Bill, (3) demonstrations at the 1939 World's Fair, (4) development of new varieties of lilacs and flowering quinces, (5) development of the peace rose, and (6) development of the complete garden store in the 1950's.

38. BURRELL, H. The Aqua-Pak, A new Package for Selling Cut Flowers. N.Y. (Cornell) Agr. Expt. Sta. Agr. Econ. Rpt. 1060, 18 pp., illus. Apr. 1957. 281.9 C81.

The new aqua-pak is a container especially designed to sell flowers in mass markets for home use. It is low cost, and easy to handle for both seller and purchaser. In a consumer reaction test more than 90 percent of the recipients of flowers in the new pack made favorable comments about it.

39. BURRELL, HUGH. The Aqua-Pak Bows In. South Florist and Nurseryman. June 7 and 14, 1957. 80 SO86.

Description of a new low-cost package designed for flower sales in mass markets.

40. BURRELL, HUGH. Cooperative Merchandising Through Retail Flower Shops, N.Y. (Cornell) Agr. Expt. Sta. Unpublished M.S. thesis. 1957.

41. BUSH, C. S. Florida Grades and Standards of Ornamental Shrubs, Trees, and Palms. Fla. State Hort. Soc. Proc. 71: 367-370. 1958. 81 F66.

Grade standards are proposed for Florida plants.

42. BUTZ, E. L. The Industry's Future Lies in Market Development. Florists' Rev. 124(3223): 23-24, 70-73. Sept. 3, 1959. 80 W41.

Increased sales is a solution to the florist's problems. Stresses need for marketing research to provide reliable information for expanding sales volume.

43. CANADA, BUREAU OF STATISTICS. Shipments of Fruit and Ornamental Nursery Stock, 1963, 39 pp. Ottawa, 1964. 253 C1625Fr.

A report of shipments of nursery stocks by 217 nurseries from various provinces in Canada.

44. CHAPOGAS, P. G., and METZ, J. F., JR. The Nursery Industry in New York State. N. Y. (Cornell) Agr. Expt. Sta. Agr. Econ. Rpt. 1051, 19 pp., illus. Dec. 1956. 100 N48CM.

Reviews current industry status, and relates distribution and service patterns to sale of ornamentals. Also identifies areas needing marketing and facility studies.

45. CHIANG, T. I. Marketing Florida Asparagus Plumosos Ferns. Diss. Abs. 19(8): 1879-1880. Feb. 1959. 241.8 M58.

An economic analysis of the Florida fern industry which furnishes approximately 95 percent of the total U.S. fern supply. Special emphasis is placed on the effect of supply and quality of production, and on market outlets utilized.

46. CHINNERS, S. D. Extra Profits from Bedding Plants. Seed World 85(9): 20,22-23. Nov. 13, 1959. 61.8 Se52.

Author suggests the following practices for increasing sales and profits in retail seed stores and garden centers: Select a good supplier, adopt progressive merchandising practices, and treat customers as intelligent people.

47. CLAYPOOL, L. L., MORIS, L. L., PENTZER, W. T., and BARGER, W. R. Air Transportation of Fruits, Vegetables, and Cut Flowers: Temperature and Humidity Requirements and Perishable Nature. U.S. Agr. Mktg. Serv. AMS-280, 27 pp. Oct. 1958. A280.39 M34Am.

Gives information on how flowers should be handled when shipped by air.

48. CONGDON, M. Protecting Winter Stock Shipment. Amer. Nurseryman 120(9): 12, 65-57. Nov. 1, 1964. 80 Am371.

Improved loading and packaging techniques cut bare-root freeze damage in rail cars and truck shipments.

49. CONKLIN, M. J. The Homeowner Market for Nursery Stock, Plants, Supplies and Equipment. Oreg. Agr. Expt. Sta. Bul 574, 19 pp. Mar. 1961. 100 Or. 3.

Summarizes expenditures of a sample of 505 homeowners in the Portland, Oreg. area for nursery stock, grass and flower seeds, and supplies and equipment.

50. CROWNOVER, C. A. Packages for Your Plants. Amer. Veg. Grower 13(2): 13-15. Feb. 1965. 80 C733.

Bedding plant growers have a variety of containers from which to choose. Selection is important--pointers to keep in mind include: Market outlets, consumers' preferences, transportation, and general economic conditions.

51. CURTISS, CARL C. New Markets for Flowers. U.S. Dept. Agr., Agr. Situation 30(8): 13-14. Aug. 1946. 1 Ec7Ag.

Discusses the market potential for cut flowers in the event that mass marketing techniques are adopted by the industry.

52. DeLOACH, D. B. Commercial Cut Flower Industry: Expansion of Merchandising Outlets for Floral Products needed to Balance Increased Output Capacity of Growers. Calif. Agr. 13(5): 3,15. May 1959. 281.9 G34M.

Points out that the fundamental problem of the industry is the lack of satisfactory markets for the increasing output of flowers.

53. DeLOACH, D. B. The Cut Flower Industry: An Analysis of Its Growth Potential. Calif. Agr. Expt. Sta. Giannini Found. Agr. Econ., Mimeo Rpt. 214, 43 pp. Jan. 1959. 281.9 G34M.

Appraises the institutional and economic factors affecting the cut flower industry and the possibility of expanding production and markets.

54. DeLOACH, D. B., and MIKLIUS, W. Effect of Air Freight Rates on Cut Flower Sales. Jour. Farm Econ. 43(3): 683-690. Aug. 1961. 280.8 J822.

Transportation costs have very little effect on the demand for cut flowers.

55. DeROLF, L. D., and GOODRICH, D. C. Easter Plant Sales by Non-Florist Outlets. N.Y. (Cornell) Agr. Expt. Sta. Dept. Agr. Econ. A.E. Res. 115, 17 pp. 1963. 381.9 C81A.

Describes the market for flowering pot plants during the pre-Easter week in the Rochester, N.Y. area. Nonflorist outlets sold 44 percent of flowering pot plants; retail florist outlets, 56 percent.

56. DeWERTH, A. F. Types of Plants and Flowers Applied to Mass Sales. Texas Agr. Expt. Sta., 23 pp., illus. June 1956. 100 T31S.

A 1-year pilot study of two mass outlets, a supermarket and a variety store, to gain some insight into consumers' preferences as to type, kind, price, and size of flowers or plants consumers felt were best adapted to home use. It was determined early in the study that shorter stemmed flowers and smaller sized potted plants were needed for mass outlets.

57. DeWERTH, A. F. Marketing Impacts Facing Our Industry Today. Florists' Rev. 124(3205): 21-22. May 14, 1959. 80 W41.

Points out changes that have taken place in marketing. Recommends that growers, wholesalers, and retailers join in promoting new uses for flowers.

58. DeWERTH, A. F., and SORENSEN, H. B. Marketing Cut Flowers and Pot-Plants for Home Use. Texas Agr. Expt. Sta. Misc. Pub. 138, 4 pp., illus. Oct. 1955. 100 T31S.

Reports of flower and potted plant sales test in two mass market outlets. Some obstacles were encountered which needed to be overcome before flowers could be marketed successfully in mass outlets on a large scale.

59. DeWERTH, A. F., SORENSEN, H. B., and ODOM, R. E. Marketing and Business Management Practices of Texas Retail Florists. Tex. Agr. Expt. Sta. MP-407, 14 pp. Feb. 1960. 100 T31M.

A study of marketing and business management practices of 46 Texas retail florists. It was found that many florist had poor cost and sales records, lacked knowledge of new developments, and lacked enthusiasm toward building a better business.

60. DeWERTH, A. F., SORENSEN, H. B., and WOOTEN, A. B. Management Practices for Retail Florists. Tex. Agr. Expt. Sta. MP-414, 11 pp. Mar. 1960. 100 T31M.

Discusses good business management practices and how they can be adopted in the retail florist business.

61. DEWEY, A. Retail Demands for Floricultural Products. Conn. (Storrs) Agr. Expt. Sta. Bul. 343, 12 pp. Apr. 1959. 100 C76S.

A survey of Connecticut florists showed that progressive sales methods plus an interest in the business is required to expand sales volume. Stresses need to relate demand factors affecting retail sales to proper types of outlets.

62. DEWEY, A. W. Cut-Flower Production in the 48 United States. Conn. (Storrs) Agr. Expt. Sta. Bul. 358, 27 pp. Feb. 1961. 100 C76S.

Increasing volume of cut flower production since the late forties has given rise to a well developed wholesale marketing system. Economic conditions and technological developments affect comparative advantages of producers.

63. DEWEY, ARTHUR W. Connecticut's Flower Industry. Conn. (Storrs) Agr. Expt. Sta. Milestones in Conn. Agr. and Home Econ. 6(3): 8-11. Fall 1961. 100 C76M.

Describes and discusses problems of the Connecticut retail florist industry.

64. DEWEY, ARTHUR W. Industry Progress Spotty in Quantity and Variety of Cut Flowers. South. Florist and Nurseryman. 76(41). Dec. 13, 1963. 80 So86.

Compares trends in floral industry for specific States. Wholesale value of cut flowers increased 3 percent between 1959 and 1962. Florida and California accounted for 26 percent of the increase.

65. DEWEY, ARTHUR W. Marketing Floricultural Crops in the Northeast: Part III: Retail Florists. Conn. (Storrs) Agr. Expt. Sta. Bul. 379. May 1963. 100 C76M.

A structural analysis of retail florist outlets in the Northeastern United States. The industry is characterized by small-volume, family-owned, independent businesses.

66. DOUGHERTY, L. A. Problems in Purchasing and Opportunities in Selling Irises. N. H. Agr. Expt. Sta. Agr. Econ. Res. Mimeo Rpt. 17. Apr. 1958. 281.9 N452. Information on varieties, prices, merchandising, selling, and terminology.

67. DOUGHERTY, L. A. Use of Color and Ornamentals by Motel and Cabin Operators in New Hampshire. N. H. Agr. Expt. Sta. Agr. Econ. Res. Mimeo Rpt. 18. Apr. 1958. 281.9 N452.

Study describes the extent of use of shrubbery and flowering plants by motel owners, and their attitudes on the use of plantings as an asset to business.

68. EARLY, JOHN, and TROTTER, C. E. Consumer Preferences for Floral Products. Pa. Agr. Expt. Sta. Prog. Rpt. 143. Jan. 1956. 100 P381P.

A comparative rating of flowers as gifts for special occasions by 1,152 consumers.

69. EARLY, J. W. The Sale of Cut Flowers--Preference Factors and Merchandising Methods. Pa. Agr. Expt. Sta. Agr. Econ. and Rural Soc. 16, 23 pp. June 1958. 281.9 P38.

Reports consumer buying practices; also briefly reviews literature on flower merchandising, and stresses need for a consumer education program.

70. EMERSON, J. P. Establishing and Operating a Flower Shop. U.S. Dept. Com. Dom. Com. Ser. No. 15, 47 pp., illus. Oct. 1949. HC1 D72.

Basic information, skills, and standards needed for entry into the floral business.

71. FAVER, W. H. Advertising Important to Ornamental Nurseries. S. C. Agr. Res. 5(4): 6. Oct.-Dec. 1958. 281.9 C59.

Points out some advantages of advertising for the nursery industry.

72. FAVER, W. H. Sales Promotion for Nurserymen. S. C. Agr. Expt. Sta. A.E. 158, 16 pp. Sept. 1958. 281.9 C59.

Concerned with adopting sales promotional techniques and principles for marketing ornamental nursery products. Emphasizes that a successful promotion effort requires a carefully planned program.

73. FAVER, W. H., JR., and PITTMAN, J. F. General Characteristics of Ornamental Nurseries in South Carolina. S. C. Agr. Expt. Sta. Cir. 116, 19 pp., illus. Dec. 1957. 100 So8.

Describes the structure of the ornamental nursery industry in South Carolina.

74. FITZPATRICK, R. A. Carnation Prices and Receipts in New York City. U.S. Dept. Agr. Mktg. Serv. AMS-320, 8 pp. June 1959. A280.39 M34 AM.

Describes the seasonal behavior of carnation prices and receipts in the New York City market, 1950-1954.

75. FLORIDA PLANT INSPECTION DEPT. Grades and Standards for Nursery Plants. Gainesville, 1959. (Unpaged.) 90.21 F66.

Gives specifications with pictures and guide lines for classifying Florida nursery plants.

76. FOLLEY, R. Flowers; Know Your Market. Great Brit. Min. Agr., Fisheries and Food. Agr. 72(8): 402-405. Aug. 1965. 10 G79J.

A brief description of the flower supply in England and Wales.

77. FOLLEY, R. R. W., and HUNT, A. R. Some Economic Aspects of the Retail Trade in Flowers Grown Under Glass. Wye Col. Reprint (n.s.) 251, 16 pp. Feb./Mar. 1964. 103 W97Re.

Study of retail supply and demand for hothouse flowers in Great Britain.

78. FOLSOM, L. Some Thoughts on Marketing. Ohio Florists' Assoc. Bul. 320, Columbus, Ohio. May 1956. 81 Oh36.

Discusses elasticity of demand for flowers for various uses. Also discusses mass marketing of flowers for home use.

79. FOSSUM, M. T. Ours is a Billion Dollar Industry. N.Y. State Flower Growers, Inc. Bul. 18, pp. 1-5, illus. Ithaca, N.Y. Feb. 1947. 80 N486.

Describes the economic status of the floral industry in 1946.

80. FOSSUM, M. T. Metropolitan Economic Areas as a Tool for Marketing Research in Horticultural Specialties. U.S. Agr. Mktg. Serv., 12 pp. Aug. 1954. (Mimeographed.) A286 39OM34.

Floral marketing research is made easy because most of the flowers marketed in metropolitan areas are produced nearby.

81. FOSSUM, M. T. Trends in Wholesale Trade in Horticultural Specialties. U.S. Agr. Mktg. Serv. Mktg. Activ. 17(3): 11-14. Apr. 1954. 1.942 A8M34.

The trend of wholesale trade in floricultural products from 1940 to 1952 was toward larger volume.

82. FOSSUM, M. T. Modern Marketing Methods. Florists' Rev. 123(3196): 23-24. Feb. 26, 1959. Floriculture. 80 W41.

Author points out how marketing methods for other products have changed, and warns florists that they should be making some changes in marketing methods too.

83. FOSSUM, M. T. Nineteen Hundred and Fifty-Nine Horticultural Census Reveals Trends in Floriculture. Florists' Rev. 127(3296): 23-25, 34. Jan. 26, 1961. 80 W41.

The wholesale value of floricultural sales increased from 200 million in 1949 to 300 million in 1959, with prices remaining relatively steady.

84. FOSSUM, M. TRUMAN. Flower Prices vs. Other Commodities. New York State Flower Growers, Inc. Bul. 11, pp. 1-5, illus. N.Y. July 1946. 80 N486.

Comparison of rose prices with cost of living index and other economic indicators, 1921-45.

85. FOSSUM, M. TRUMAN. Focus on Floriculture--Analysis of Industry as Seen Under Economic Microscope. Florists' Telegraph Delivery News. 55(4): 73-74, Nov. 1947; 55(5): 90-92. Dec. 1947. 80 F6693.

Part I. A statistical description of the floral industry after the twenties compared with that of the forties. Points out changes in marketing and distribution channels.

Part II. A further look at the past in an effort to avoid repeating mistakes of the thirties.

86. FOSSUM, M. TRUMAN. What is This Industry? Amer. Assoc. Nurserymen, Inc., Proc. 72: 76-83. 1947. 90.2 Am3.

Gives many floral marketing statistics that the industry apparently was not aware of.

87. FOSSUM, M. TRUMAN. Industry Statistics as a Merchandising Tool. Amer. Assoc. Nurserymen, Inc. Proc. 73: 114-120. 1948. 90.2 Am3.

Points out uses of industry statistics in planning sales activities. Emphasizes that successful merchandising depends in part on knowledge of buying habits, cost, waste or loss, efficiencies, population movements and trends, and many other economic factors.

88. FOSSUM, M. TRUMAN. Our Business and National Economy. N.Y. State Flower Growers, Inc. Bul. 32, pp. 2-4, illus. Apr. 1948. 80 N486.

Reports that the relationship between disposable income and flower prices continues to be uniform in depression as well as in periods of prosperity.

89. FOSSUM, M. TRUMAN. Measurement of American Horticulture. Amer. Hort. Cong. Proc. pp.58-63. 1949. 80 Un32Y.

Statistical description of the floral industry after World War II.

90. FOSSUM, M. TRUMAN. Economic Taxonomy for Floriculture and Ornamental Horticulture. Amer. Soc. Hort. Sci. Proc. Sept. 1950. (Mimeographed.)

91. FOSSUM, M. TRUMAN. Floricultural and Ornamental Horticultural Economics. Soc. Amer. Florists, 150 pp., illus. Chicago. 1950.

92. FOSSUM, M. TRUMAN. Nursery Business. Business-Economics. U.S. Dept. Com. Dom. Com. Serv. 24, p. 89. 1950.

Suggests an improved scheme for classifying activities of nursery businesses. Descriptive research on costs, marketing, transportation, production, consumption, etc.

93. FOSSUM, M. TRUMAN. Production Cost Analysis for an Industry Characterized by Small Units. Business-Econ. U.S. Dept. Com. Dom. Com. Serv. 24, p. 71. 1950.

Article indicates that many small producers of floral products are relatively inefficient in that most of them do not use existing scientific knowledge in such areas as work simplification and mechanization.

94. FOSSUM, M. TRUMAN. A Statistical Basis for the Development of Research and Extension for Floriculture and Ornamental Horticulture. Amer. Soc. Hort. Sci. Proc. Sept. 1950. (Processed.)

Abstracts of papers.

95. FOSSUM, M. TRUMAN. Marketing Information for Commercial Floriculture. U.S. Bur. Agr. Econ. Prelim. Rpt., 21 pp. July 1952.

96. FOSSUM, M. TRUMAN. Marketing Information for Commercial Ornamental Horticulture. U.S. Bur. Agr. Econ. Prelim. Rpt., 21 pp. July 1952.

97. FOSSUM, M. TRUMAN. The Place of Floriculture and Ornamental Horticulture in the Economy of the United States at the Mid-Point of the Twentieth Century. Amer. Soc. Hort. Sci. Proc. p. 6. Geneva, N.Y. Sept. 1952. (Processed.)

Abstracts of papers.

98. FOSSUM, M. TRUMAN. Business by States of the Horticultural Specialties. Florists' Rev. 112(2898): 21. June 11, 1953. 80 W41.

Presents sales data by states with wholesale and retail breakdown for 1949. This material is also presented in the following articles by the same author:

California, New York, Illinois Vie for Top on National Florist-Nursery Sales Chart. Florists' Exch. and Hort. Trade World. 121(1): 10. July 4, 1953. 80 F666.

Nursery Business by State. Amer. Nurseryman. 98(2): 80. July 15, 1953. 90.2 Am3.

Specifically Classed Horticultural Specialty Business in Top States. South. Florist and Nurseryman. 66(19): 9. June 19, 1953. 80 So86.

99. FOSSUM, M. TRUMAN. Economic Education and Research for Floriculture and Ornamental Horticulture. U.S. Bur. Agr. Econ. 10 pp. June 1953. (Mimeographed.) 1.941 A2Ec72.

Report on status of floral industry research.

100. FOSSUM, M. TRUMAN. The Economist Replies to Charlie Chestnut. Amer. Nurseryman. 98(5): 16. Sept. 1, 1953. 80 Am31.

Popularized report in which the author suggests replacing nostalgic memories with progressive practices in all phases of the floral industry.

101. FOSSUM, M. TRUMAN. Estimate Appraisal of Horticultural Specialties. Florists' Rev. 112(2897): 19. June 4, 1953. 80 W41.

Article points out the similarity between data provided by the Federal Government and by nongovernmental agencies. Also points out that improper classification of statistical data is a major handicap to its use.

This material also appears in the following articles by the same author:

Accurate Estimates Found Vital to Florist Nursery Census Work. Florists' Exch. and Hort. Trade World. 120(22): 11. May 30, 1953. 80 F666.

Horticultural Specialty National Estimates. South. Florist and Nurseryman. 66(13): 10. June 5, 1953. 80 So86.

Ornamental Horticulture--Estimates vs. Actual Figures. Amer. Nurseryman. 97(12): 12. June 15, 1953. 90.2 Am3.

102. FOSSUM, M. TRUMAN. Florists' Trade Market Analysis. Florists' Rev. 112(2888): 31. Apr. 2, 1953. 80 W41.

Analysis of horticultural sales in 10 U.S. market areas, 1949.

103. FOSSUM, M. TRUMAN. Horticultural Specialist--A Neglected Segment of U.S. Agriculture. Jour. Farm Econ. 35(4): 622-628. Nov. 1953. 250.8 J822.

Discusses terminology, origin, development, and current state of the horticultural industry.

104. FOSSUM, M. TRUMAN. Marketing Research Problems for the Biological Scientists of Floriculture and Ornamental Horticulture. U.S. Bur. Agr. Econ., 8 pp. Oct. 1953. (Proc.) 1 Ag. 84MR.

Stresses the following: (1) Marketing research for horticultural specialties is new. (2) Research by the biological scientist is much ahead of marketing. (3) Cooperation and coordination of the marketing and research branches of the industry are necessary if orderly progress is to be made.

105. FOSSUM, M. TRUMAN. Nursery Trade Analysis. Amer. Nurseryman. 97(8): 10. Apr. 15, 1953. 90.2 Am3.

Summary of U.S. Department of Agriculture data on horticultural sales in selected markets.

106. FOSSUM, M. TRUMAN. Opportunities with Flowers and Ornamentals. U.S. Dept. Agr., Agr. Situation 37(10): 12. Oct. 1953. 1Ec7Ag.

Discusses business opportunities; also indicates that starting a business requires large amounts of time and money, plus very favorable circumstances.

107. FOSSUM, M. TRUMAN. Production and Distribution of the Horticultural Specialties. Florists' Rev. 112(2895): 25. May 21, 1953. 80 W41.

Discusses the importance of floriculture and ornamental horticultural products as nonfood U.S. crops.

This material also appears in the following articles by the same author:

"Where" and "How" of Output and Sales. Florists' Exch. and Hort. Trade World. 120(20): 10. May 16, 1953. 80 F666.

The Production and Distribution of Horticultural Specialties. South. Florist and Nurseryman. 64(12): 14. May 29, 1953. 80 So86.

Nursery Trade Shows Gains. Amer. Nurseryman. 97(10): 8. May 15, 1953. 90.2 Am3.

108. FOSSUM, M. TRUMAN. Statistical Summary of the Horticultural Specialties. Florists' Rev. 112(2891): 23. Apr. 23, 1953. 80 W41.

Summary of basic descriptive statistics contained in census reports relating to the U.S. floral industry in 1949.

This material also appears in the following articles by the same author:

Nurseries' Half-Billion Dollar Industry. Amer. Nurseryman. 97(9): 12. May 1, 1953. 90.2 Am3.

Special Florist--Nursery Sales Analysis Previewed in New USDA Census Report. Florists' Exch. and Hort. Trade World. 120(9): 11. May 9, 1953. 80 F666.

A Statistical Summary for the Horticultural Specialties. South. Florist and Nurseryman. 66(12): 14. May 1953. 80 So86.

109. FOSSUM, M. TRUMAN. Trade in Horticultural Specialties, 1890-1950. Mktg. Res. Rpt. 33, 116 pp., illus. U.S. Bur. Agr. Econ. Apr. 1953. 1.Ag84MR. Statistical report on current status of the floral industry, 1950.

110. FOSSUM, M. TRUMAN. Trends in Wholesale Trade in Horticultural Specialties. U.S. Agr. Mktg. Serv. Mktg. Activ. 17(3): 11-14. Apr. 1953. 1.942 A8M34.

Preliminary report of survey made by special crops section of Agricultural Marketing Service, U.S. Department of Agriculture. Covers sales by commodity, sales outlets, and types of transportation used by wholesalers.

111. FOSSUM, M. TRUMAN. Economic Problems of the Horticultural Specialties. Agr. Econ. Res. 6(1): 2-26. Jan. 1954. 1 Ec7Agr.

Many of the economic problems of the horticultural specialty industry are similar to those of other agricultural industries. Most problems can be solved with a combined effort of State, regional, and National Government groups and industrial groups.

112. FOSSUM, M. TRUMAN. Economic Trends in North Carolina. N.C. Florists' Bul. 16, Apr. 1954.

113. FOSSUM, M. TRUMAN. Economic Trends in Ornamental Horticulture. U.S. Agr. Mktg. Serv. Mktg. Activ. 17(2): 16-18. Feb./Mar. 1954. 1.942 A8M34. Discusses 1940-52 trends in the wholesaling of ornamental horticultural specialties.

114. FOSSUM, M. TRUMAN. Flower Wholesaling Trends. U.S. Agr. Mktg. Serv. Mktg. Activ. 17(1): 5-7. Jan. 1954. 1.942 A8M34. Analysis of wholesale flower sales 1940-52.

115. FOSSUM, M. TRUMAN. National Trends in Floriculture and Their Effect on Pennsylvania. Pennsylvania Flower Growers Bul. No. 6, p. 1. Oct. 1954. 80 P382.

Comparison of National and Pennsylvania trends in floriculture, and appraisal of future growth potential in Pennsylvania.

116. FOSSUM, M. TRUMAN. New for '54 in Washington. Roses Incorporated Bul. 192, pp. 1-3. Atlanta, Ga. Mar. 1954. 96.1 R724.

Discussion of implications of establishing the Market Research Division, Agricultural Marketing Service, U.S. Department of Agriculture. Emphasizes that benefits derived depend upon requests made by users.

117. FOSSUM, M. TRUMAN. Commercial Floriculture. U.S. Dept. Agr. Mktg. Res. Rpt. 97, 75 pp. 1955. Ag84 Mr.

Statistical summary. Growers classified by size of business and crop specialty.

118. FOSSUM, M. TRUMAN. Commercial Ornamental Horticulture. U.S. Dept. Agr. Mktg. Res. Rpt. 96, 88 pp. 1955. Ag84 Mr.

Statistical summary. Growers classified by size of business and crop specialty.

119. FOSSUM, M. TRUMAN. The Pot Plant Industry. Paper presented before Short Course of Ohio Florists' Assoc. Columbus, Ohio. Jan. 1955. 81 Oh36.

Economic analysis and appraisal of the potential for the pot plant industry.

120. FOSSUM, M. TRUMAN. Status of Marketing and Related Economic Research for Floriculture and Ornamental Horticulture. Amer. Soc. Hort. Sci. Proc. Sept. 1955.

121. FOSSUM, M. TRUMAN. Agriculture Census Confirms the Increased Importance of Horticultural Specialties During Recent Years. U.S. Agr. Mktg. Serv., 2 pp. Feb. 1956. (Mimeographed.) A280.39 M34AM.

Analysis of the sales trend of floral products by product categories.

122. FOSSUM, M. TRUMAN. The Horticultural Specialties in Selected Market Areas. South. Florist and Nurseryman. 66(3): 13. Apr. 3, 1963. 80 So86.

Analysis of sales in 10 leading market areas representing over 25 percent of the U.S. population and over 30 percent of the retail trade in floricultural products.

123. FOSSUM, M. TRUMAN, and SEVIN, CHARLES H. Operating Cost Analysis for Retail Stores. Business-Econ. U.S. Dept. Com. Dom. Com. Serv. 24, p. 71. 1950.

Points out the need for good operating cost data. Such data were not currently available to the retail florist.

124. FRIERSON, PAUL E., BUSH, CHAS. S., and WHITMORE, T. E. Grades and Standards for Nursery Plants. State Plant Board of Florida. Apr. 1959. 464.9 F662Q.

Outlines requirements for grades and standards for Florida's nursery products.

125. FURBAY, W. M. An Analysis of the Sale of Inexpensive Cut Flowers and Potted Plants Through Supermarkets. Diss. Abs. 21(8): 2144. Feb. 1961. 241.8 M58.

Results of a study of sales of inexpensive flowers in supermarkets indicate that there is a potential market in such outlets.

126. FURUTA, T. Effects of Insulation in Flower Boxes. Florists' Rev. 124(3205): 19. Apr. 30, 1959. 80 W41.

Reports test results of insulating properties of four materials used for lining and wrapping flower boxes. Ten sheets of newspaper were found to be the best insulator among the materials tested.

127. FURUTA, T. How, When and Where to Ship Stock. Amer. Nurseryman 110(9): 44, 48, 50, 52. Nov. 1, 1959. 80 Am371.

Gives latest information obtained from research and experience on how, when, and where to ship nursery stock.

128. GARBARINO, A. J. Practices and Preferences of Consumers for Horticultural Specialties in Knoxville and Nashville, Tenn. Agr. Expt. Sta. Bul. 323, 33 pp. Dec. 1960. 100 T25S.

Persons in homes, industries, commercial firms, schools, churches, government agencies, and hospitals were interviewed in the Knoxville and Nashville areas to determine their preferences among horticultural specialties, and to check on kinds and amounts purchased, and places where purchases were made.

129. GARBARINO, A. J. Industry's Opinion About Landscaping. Tenn. Farm and Home Sci. Prog. Rpt. 40: 8-9. Oct./Dec. 1961. 100 T25F.

Of 92 industries studied in the Knoxville area, 65 percent reported that they had not landscaped their properties, and 69 percent of those who had did not plan to do more.

130. GARVARINO, A. J. Consumer Preference for Woody Ornamental Plants in the Knoxville Metropolitan Area. Tenn. Farm and Home Sci. Prog. Rpt. 43: 10-11. Jul./Sept. 1962.

This survey of recent purchases of woody ornamentals for home landscaping covered 465 Knoxville metropolitan area homes.

131. GARBARINO, A. J. Attitudes and Preferences for Flowers in Memphis. Tenn. Farm and Home Sci. Prog. Rpt. 45: 11-12. Jan./Mar. 1963. 100 T25F.

Survey in Memphis to determine consumer attitudes concerning flowers as gift items, and how flowers compare with selected items as gifts for specific people and purposes.

132. GARBARINO, A. J. Consumers' Preferences for Floral Products in the Memphis Market. Tenn. Agr. Expt. Sta. Bul. 355, 26 pp. Jan. 1963. 100 T25S.

Survey covering consumer's concept of flowers. Includes items such as price, kind, reason for selection, keeping quality, decorative uses, arrangements, care, and gifts of cut flowers and potted plants.

133. GARTNER, J., and BREWER, J. E. The Rhode Island Florist Business, R. I. Agr. Expt. Sta. Misc. Pub. 49, 7 pp., illus. Oct. 1956. 100 R34M.

Explains changes that have occurred in recent years and gives prospects for the future.

134. GARTNER, J., and BREWER, J. E. The Rhode Island Nursery Business. R. I. Agr. Expt. Sta. Misc. Pub. 50, 8 pp., illus. Mar. 1957. (Revised Oct. 1959 by Gartner, Brewer, and Flint, H. L.) 100 R34M.

Summary of research on the status and major economic problems of the Rhode Island Nursery Industry.

135. GATTY, R. A Market Development Program for Flowers Through Youth Education. N. Y. (Cornell) Agr. Expt. Sta. Agr. Econ. Rpt. 1083, 13 pp., Dec. 1957. 281.9 C81.

Attitudes and reactions of industry, teachers, students, and parents to the use of flowers. Suggests consumer education through public schools as a means of creating a market for seasonal surpluses.

136. GATTY, RONALD. Factorial Designs for Store Sales Experiments. Rutgers Univ., Dept. Agr. Econ. Tech. A. E. No. 1. Oct. 1960. 281.9 R9.35.

Discusses advantages of utilizing factorial experimental designs for retail store experiments.

137. GATTY, RONALD. Consumer Purchases and Preferences for Nursery Products. Rutgers Univ. Dept. Agr. Econ. Prelim. Rpt. of a consumer survey. Paper presented at annual meeting of East. Region. Nurserymen's Assoc., Jan. 1961. 281.9 R9.35. (See Pease, 244, for final report.)

138. GATTY, RONALD, and WOLF, DONALD. Merchandising Prepackaged Cut Flowers in Supermarkets. N.J. Agr. Expt. Sta. Bul. 799. 1960. 100 N46S.

Results of controlled store experiments designed to test sales effectiveness of special displays for cut flowers in supermarkets. Experiments include testing sales effectiveness of display racks and consumer packaging.

139. GAYLORD, F. C. A New Grading Concept. Florists' Rev. 123(3184): 29-30, 58-61. Dec. 4, 1958. 80 W41.

Appraises proposed uniform grades for chrysanthemums, pompons, and carnations.

140. GAYLORD, F. C., and HOXIE, C. E. Market Grades for Ornamentals--Chrysanthemums and Carnations. Purdue Univ. Agr. Expt. Sta., Lafayette, Ind. Mimeo HO-79-3. 1960. No. 2. 99.9 In252.

Discusses proposed grades and standards for two varieties of cut flowers--chrysanthemums and carnations.

141. GOODRICH, D. New York Floriculture, 1959. N. Y. State Flower Growers, Inc. Bul 195: 1, 7-8. Feb. 1962. 80 N486.

Report based on the preliminary 1959 special census of horticultural specialties, giving current status, recent changes, and forecasts for the floral industry in New York State.

142. GOODRICH, D. C. Commercial Floriculture in New York State. N. Y. (Cornell) Col. Agr. Dept. Agr. Econ. A. E. Ext. 227, 12 pp. Jan. 1963. 281.9 C81Ae.

Report based on 1959 census of horticultural specialties giving current status, recent changes, and forecast of future adjustments for the floral industry in N. Y. State.

143. GOODRICH, D. C. New York Flower Wholesalers. N. Y. State Flower Growers, Inc., Bul. 206: 1, 4. Jan. 1963. 80 N486.

Report on New York wholesale operations including location, number of firms, items grown, sales volume, and marketing practices.

144. GOODRICH, D. C. Ornamental Horticulture in New York State. N. Y. (Cornell) Col. Agr., Dept. Agr. Econ. A. E. Ext. 288, 9 pp. Jan. 1963. 281.9 C81Ae.

Report based on 1959 Horticultural Specialties Census. Points out current status, recent changes and forecasts, and possible future changes.

145. GOODRICH, D. C. Retail Florists in New York State. N. Y. (Cornell) Agr. Expt. Sta. Dept. Agr. Econ. A. E. Res. 153. Sept. 1964. 281.9 C81Ae.

An analysis of the market structure in the New York retail florist industry.

146. GOODRICH, D. C., and JARVESOO, E. Marketing Floricultural Products in the Northeast. II Wholesalers. N. Y. (Cornell) Agr. Expt. Sta. Bul. 978, 31 pp. June 1963. 100 N48C.

Summarizes general business characteristics, supply sources, and market outlets. Also gives statistical summary of volume and value of cut flowers and potted plants.

147. GOODRICH, D. C., JR. Some Economics of Grading Cut Flowers. N. Y. (Cornell) Agr. Expt. Sta. Dept. Agr. Econ. A. E. Res. 173, 10 pp. Sept. 1965. 281.9 C81Ae.

A study to determine (1) to what extent a wholesale flower market will develop significant price differences between North Central grades on the New York City Market for cut carnations and standard chrysanthemums, and (2) the added grower cost involved in instituting a uniform grading system. The market developed greater price differences between low grades than between highgrades. The price differences between the lowest two grades was twice that of the highest two grades. Immediate labor costs increased 60 percent when grading was first instituted, but after several months returned to the pregrading level.

148. GOODRICH, DANA C., JR. New York Wholesale Florist. N. Y. (Cornell) Agr. Expt. Sta. Dept. Agr. Econ. A. E. Res. 107. Nov. 1962. 281.9 C81Ae.

Report on New York wholesale operations including location, number of firms, items grown, sales volume, and marketing practices.

149. GOULD, C. J. World Bulb Production. Florists' Rev. 127(3279): 13-14, 37. Sept. 29, 1960. 80 W41.

Summarizes acreage and commercial production of leading countries and gives their relative ranking.

150. GRIFFIN, D. The Production and Marketing of Packaged Cut Flowers and Flowering Plants in Small Pots. Ohio State Univ. Dept. Hort., 5pp. 1955.

151. GULLY, H. R. Nursery Product Marketing; Containers vs. Ball and Burlap; a Consumer Preference Study. N. Y. (Cornell) Col. Agr. Dept. Agr. Econ. A. E. Res. 65, 18 pp. May 1961. 281.9 C81A.

A comparison in eight large nurseries during 1958 of sales of container grown stock and ball and burlap stock. Purchasers bought about equal amounts of each.

152. HAMPTON, ROBERT N. Business. New York State Flower Growers, Inc., Bul. 101, p. 1, illus. Jan. 1954. 80 N486.

Reviews economic indicators of floral industry in 1953, and appraises outlook for 1954.

153. HAMPTON, ROBERT N. Merchandising Flowers in Retail Florist Shops. N. Y. (Cornell) Agr. Expt. Sta. Dept. Agr. Econ. A. E. 1004, 19 pp., illus. Oct. 1955. (Processed.) 281.9 C81A.

Appraisal of short run effect of cash and carry specials and other promotional techniques on flower sales.

154. HAMPTON, ROBERT N., and KUPKA, JOHN L. Problems in Retail Pricing and Packaging of Flowers for Sale in Self Service Outlets. N. Y. (Cornell) Agr. Expt. Sta. Dept. Agr. Econ. A. E. 1003, 35 pp. Oct. 1955 (Processed.) 281.9 C81A.

Appraisal of market potential and sales effectiveness. Roses, carnations, and pompons were used to test packaging materials, pricing policies, and cost elements.

155. HAN, Y. T. A Study of the Consumer Preference of Selected Cut Flowers. Diss. Abs. 25(2): 885. Aug. 1964. 241.8 M58.

Study of consumer response to color, grade, number, and prices of carnations, pompon chrysanthemums, standard chrysanthemums, gladiolus, and roses, 1957-63.

156. HANEY, W. J. What Does It Cost? Pa. Flower Growers Bul. 57. State College, Pa. Oct. 1955. 80 P382.

Trustworthy production cost figures (both fixed and variable items) listed as guidelines for nursery business.

157. HARPER, A. C., HANCHEY, R. H., and WOODIN, M. D. Production of Nursery and Greenhouse Crops in Louisiana. La. Agr. Expt. Sta. Bul. 511, 20 pp., illus. June 1957. 100 L93.

Report of a survey covering production, labor, markets, transportation, sales value, and problems of the industry.

158. HARRIS, J. T. The Horticultural Specialty Industry in the Sixth District. Fed. Reserve Bank of Atlanta, Ga. Econ. Study 4, 26 pp., illus. May 1956. 280.9 F3132.

Description of characteristics of the industry, including trends of production and sales, factors affecting concentration of production, production requirements, specialization, marketing techniques, capital and credit use and needs, bank lending opportunities, and prospects for growth.

159. HARVEY, J. M., and others. Transit Temperatures of Cut Flowers Shipped from California. U.S. Agr. Mktg. Serv. AMS-459, 11 pp. Jan. 1962. A 280.39 M34Am.

A report on studies that were conducted to determine effect of transit temperature on shelf life of California grown flowers shipped by rail, air, or truck to Eastern and Southern markets.

160. HARVEY, J. M., and others. Transit Times and Temperatures of Transcontinental Cut-Flower Shipments. U.S. Dept. Agr. Mktg. Res. Rpt. 592, 16 pp. Mar. 1963. 1 Ag84Mr.

Report of test results in use of improved packaging ("bunker box") for air shipments. Flower quality, including opening of blooms, stock decay, and wilting, was affected by transit time and temperature.

161. HEMMING, E. S. This Business of Ours: Reflections on the Problems of Nurserymen. Amer. Nurseryman 121(4): 66, 68. Feb. 1965. 80 Am371.

Discusses speculation accompanying the introduction of plants, bulbs, tulips, pink daffodils, mulberries, boxwoods, and so forth during earlier times, and the impact of the plant patent act.

162. HOFFMAN, W. W. Grower Costs and Practices in Marketing Carnations. N. Y. (Cornell) Col. Agr. Dept. Agr. Econ. A. E. Res. 116, 20 pp. June 1963. 281.9 C81A.

Report on New York metropolitan area marketing costs, including labor, transportation, supplies, overhead, and grading.

163. HOFFMAN, WILLIAM W., and GOODRICH, DANA C., JR. Standard Chrysanthemums: Grower Handling Costs and Practices. N. Y. (Cornell) Agr. Expt. Sta. Dept. Agr. Econ. A. E. Res. 147, June 1964. 281.9 C81A.

Study of handling practices and marketing cost of New York State chrysanthemum growers.

164. HOLLEY, W. D. Handling of Cut Carnations. Carnation Craft 59: 2. Dec. 1962. 80 C21.

Lists procedures that extend cut flower storage and shelf life, such as refrigeration, humidity, water, and preservative solutions.

165. HOLLEY, W. D., and MATTHEWS, B. Miscellaneous Tests on Cut Flower Life of Carnations. Colo. State Flower Growers Assoc. Bul. 142: 3-4. Jan. 1962. 81 C715.

Tests of the effects of constant temperature, water emulsifiers, water salinity, and deionized water on keeping quality of cut carnations.

166. HOOFNAGLE, W. S. Building A Demand for Florida Flowers. Paper presented to the Florida Flower Assoc., Hollywood by the Sea, Fla. Sept. 19, 1963.

Summary of a preliminary survey of retail florists to determine kinds and quantities of products handled, pricing methods, extent of advertising, and merchandising techniques used.

167. HUDEK, H. J. Moist-Pack Flower Shipping. Colo. Agr. Expt. Sta. Bul. 497-S, 14 pp., illus. Nov. 1957. 100 C71S.

A new moist-pack box was compared with conventional packs in test shipments. The moist pack was found to be superior to conventional packs.

168. HUDSON, A. C., and SORENSEN, H. B. The Texas Nursery Industry. Texas Agr. Expt. Sta. Misc. Pub. 222, 8 pp., illus. Aug. 1957. 100 T31S.

Statistical summary showing production, sales, employment, operating, and other major expense data.

169. IRVING, M., and PAYNE, R. N. A Survey of Certain Aspects of Retail Florist Business in Oklahoma. Okla. Agr. Expt. Sta. Ser. P-460, 44 pp. Aug. 1963. (Processed.) 100 OK4M.

Broad general description of existing business management practices. Also lists special problems suitable for future research.

170. JAMES, L. M. Resurvey of Christmas Tree Marketing in Michigan. Mich. Agr. Expt. Sta. Spec. Bul. 419, 42 pp., illus. 1957. 100 M58S.

Christmas season data for 1956 showed shifting consumer preferences in favor of locally grown trees, although Canadian imports offered real competition.

171. JARVESOO, E. Nursery Trade Flourishes in Bay State. Amer. Nurseryman 70(2): 15, 140, 142, 144, 146, 148, map. July 15, 1964. 80 Am371.

Traces in detail the historical basis of the Massachusetts nursery business.

172. JARVESOO, ELMAR. Wholesale Flower Auctions in the Netherlands. Mass. Flower Growers Assoc. Bul. 60. May 1960. 81 M383.

Describes the operations of the flower auctions in the Netherlands.

173. JARVESOO, E., and FITZPATRICK, R. A. Marketing the New England Rose Crop; a Study in Marketing of Agricultural Products. U.S. Agr. Mktg. Serv. AMS-257, 9 pp. July 1958. A280.39 M34Am.

Report on production areas, markets, transportation, packaging, grading, and storage of New England roses.

174. JARVESOO, ELMAR, and FITZPATRICK, ROBERT A. Marketing New England Carnations. Mass. Agr. Expt. Sta. Bul. 517. Dec. 1959. 100 M38H.

Describes the carnation marketing systems in Connecticut, Maine, and Massachusetts. Includes market outlets, fee arrangements, consignment selling, direct and wholesale sales, transportation, packaging, grading, and refrigeration.

175. JESTER, R. A., and GONYEA, M. A. The Floricultural Industry of Massachusetts, 1950-1960. Mass. Agr. Expt. Sta. Prog. Rpt. 1, 10 pp., map. July 1962. 100 M38Pr.

Report based on the 1959 special census of horticultural specialties, as compared with census data obtained a decade earlier.

176. KAMEMOTO, H. Some Factors Affecting the Keeping Quality of Anthurium Flowers. Hawaii Farm Sci. 11(4): 2-4. Oct. 1962. 100 H314.

Summarizes the results of experiments that were run over a period of years to determine how to maximize the keeping qualities of anthurium flowers.

177. KELLEY, R. A. Floricultural Sales in Mass Market Outlets. Ill. Agr. Expt. Sta. Bul. 675, 44 pp. Aug. 1961. 100 IL6S.

Sales of potted plants and cut flowers were measured over a 3-year period in a supermarket, a variety store, and a retail florist shop. Results show dollar sales of floral products per square foot, compared with average sales per square foot for all items handled.

178. KELLEY, R. A. Floriculture Sales in Mass-Market Outlets. Ill. Agr. Econ. 1(2): 19-23. July 1961. 281.9 IL6L.

A report on consumer acceptance tests of cut flowers and potted plants in selected retail outlets. Recommends procedures to be used in applying these findings.

179. KIMBALL, M. H. Is the Retail Florist Business Keeping Pace? Paper presented at the 1956 Telefloral Natl. Conv. Telegraph Delivery Spirit 23(10): 24-25. Oct. 1956. 80 T23.

Analysis of U.S. and California data shows a need for more "impulse" flower buying.

180. KIPLINGER, D. C., and SHERMAN, R. W. Florist Crops for Mass Market Outlets. Ohio Agr. Expt. Sta. Res. Bul. 928, 37 pp. Nov. 1962. 100 Oh3S.

Results of potted plant and cut flower sales tests in four Columbus, Ohio, supermarkets (1955-60) are reported. Also, guides for this type of merchandising are offered.

181. KIVLIN, J., and BECKER, C. A. Factors Influencing Homeowner Use of Ornamental Nursery Products. Pa. Agr. Expt. Sta. Bul. 637, 30 pp. Nov. 1958. 100 P381.

A report on the results of a survey on motivation appeals, obstacles to increased purchases, and related information on landscaping and marketing of nursery products.

182. KNIGHT, E. B., and JOHNSON, L. The Management and Marketing Procedures and Practices of Tennessee Nurserymen Dealing in Ornamental Plants for Landscaping. Tenn. Polytech. Inst., Cookeville, Tenn., 68 pp. 1960. 90.21 T25.

183. KNIGHT, W. R. An Attempt to Determine the Effects of Advertising and Other Factors on Florists' Sales. Mich. Agr. Expt. Sta. Dept. Agr. Econ., Agr. Econ. 508, 52 pp. July 1952. (Processed.) 100 M58S.

Reports some preliminary results of attempts to measure the effects of advertising on sales of flowers by florists. Findings should not be considered conclusive since the effect of advertising on sales is difficult to measure.

184. KNIGHT, W. R. Wholesale Flower Prices and Market Reporting. Mich. Agr. Expt. Sta. Dept. Agr. Econ., Agr. Econ. 507, 42 pp. May 1952. (Processed.) 100 M58S.

Describes the structure of prices at the wholesale level, and methods used in reporting wholesale prices to various members of the industry.

185. KONO, ALICE. Hawaiian Flowers and Foliage, Production, Markets and Shipments, 1949-52. Hawaii Agr. Expt. Sta. Dept. Agr. Econ. Rpt. 15, 8 pp., illus. Apr. 1953. 280.9 H312.

Statistics of production, marketing, and shipments of floral products from the Island 1949-52.

186. KREMBERG, JULIUS, and others. The New York City Wholesale Cut Flower Market--A Market News Service Study, 1945-46. Reports issued by the Metropolitan Division Office, Market News Service. N.Y. State Dept. Agr. and Mkts. Bur. Mkts., 18 pp. 1947. (Processed.) 286.83 N483 Br.

Annual summary of receipts and price ranges for 15 major cut flower crops as reported in the daily wholesale cut flower market news reports.

187. KRONE, P. R. Chain Store Competition. Florists' Telegraph Delivery News 72(5): 38-4. June 1956. 80 F6693.

Report on tested selling methods.

188. KRONE, P. R. Chain Store Competition--Good or Bad? Florists' Telegraph Delivery News 75(5): 52-53. Dec. 1957. 80 F6693.

The success of supermarkets in selling flowers shows a way for florists to increase sales by adopting mass marketing methods.

189. KRONE, P. R. Percentages and Markup. Florists' Rev. 127(3278): 29-30. Sept. 22, 1960. 80 W41.

Author concludes that no set percentage markup can be made--suggests the only safe way is to know operating expense and to price accordingly.

190. KRUPINSKI, D. A. Roses Inc., Members Stress Customer Education. Florists' Rev. 136(3516): 37-38, 69-71. Apr. 15, 1965. 80 W41.

Stresses that the more the public knows about roses, or any flowers and their care, the more it will use them. Suggests demonstrations on television as being a good way to inform the public.

191. KUPKA, J. Costs in Self-Service Flower Marketing. N.Y. (Cornell) Col. Agr. Dept. Farm Econ. 209: 5562-63. Mar. 1957. 280.8 C812.

Study shows that increased demand is necessary for "casual use" flowers before profitable selling is possible at low prices.

192. LeCLERG, ROBERT E. Consumer Preference for Cut Flowers and Pot Plants in Mississippi. Miss. Agr. Expt. Sta. Bul. 565, Sept. 1958. 100 M69.

Study compares the relative preference for cut flowers and potted plants by members of the County Home Demonstration Council of Mississippi. Blooming pot plants were preferred over cut flowers.

193. LENTZ, A. N. Growing Christmas Trees in New Jersey. Rutgers Ext. Serv. Bul. 323, Oct. 1959. 275.29 N46.

Report covering production, harvesting, marketing, and consumer suggestions.

194. LOSLEBEN, L. A. 1961 Value of Sales: Cut Flowers and Nursery Products. U.S. Dept. Agr. Agr. Situation 46(8): 4. Aug. 1962. 1 Ec7Ag.

Summarizes sales of cut flowers and nursery products for 1961 and compares with the 1959 census data. Also gives grower intentions for 1962 plantings and appraises outlook for horticultural specialties.

195. LUKE, G. W. Expects Increase in Chain Store Sales on Horticultural Products. N.J. Agr. Expt. N.J. Agr. 39(2): 5-9. Mar.-Apr. 1957. 275.28 N46.

A report on a 1-year study of the problems and solutions of selling floricultural products in a Middlesex County supermarket.

196. LYLE, E. W. Roses--Glamour Crop of the Texas Trade. Amer. Nurseryman 118(2): 9, 150, 152, 154-159. July 15, 1963. 80 Am371.

Description of the nursery industry located within 50-mile radius of Tyler, Texas.

197. MACOMBER, A. Z., and MOORE, E. J. Bibliography of Marketing and Other Economic Information for Floriculture and Ornamental Horticulture. U.S. Agr. Mktg. Serv. AMS-136, Rev. 11 pp. June 1959. A280.39 M34Am.

A listing of authors and titles from 1930 through August 1956. Reports on production are also cited.

198. MAHLSTEDT, J. P. National Mail-Order Nurserymen's Research Program. Horticulture Section. Iowa Agr. Expt. Sta. 1958. 100 Io9.

A survey of mail-order merchandising by nurserymen to determine whether any one method of packaging and shipping evergreens is superior to another. No one "best" procedure was found.

199. MARCUS, MORRIS P. Analysis of New York Wholesale Cut Flower Market Reports, 1951-53. Metrop. Div. Off. Mkt. News Serv., N.Y. State Dept. Agr. and Mkts. Bur. Mkts. Mkt. News Serv., 23 pp. (Processed.) 1954. 286.83 N487Br.

Issued annually. Gives receipts and price ranges for major cut flowers as reported in daily wholesale cut flower market news reports.

200. MASTALERZ, J. W. Keeping Quality of Cut Flowers. Pa. Retail. Florists Bul. 39: 3-8. Sept. 1960. 81 P383.

Offers useful suggestions for growers, wholesalers, retailers, and customers on proper care of cut flowers.

201. MASTALERZ, J. W. Progress in Care of Cut Flowers. Pa. Retail Florists Bul. 49: 3-6. Oct./Nov. 1961. 81 P383.

Flower life and quality can be improved by proper handling, low temperature, and use of preservatives.

202. MATHER, H. JONATHAN. Analysis of New York Wholesale Cut Flower Reports, 1947-50. Metrop. Div. Off. Mkt. News Serv. N. Y. State Dept. Agr. and Mkts. Bur. Markets, Mkt. News Serv. 1951. (Processed.) 286.83 N487Br.

Annual publication. (See 199, Marcus for description of contents.)

203. McCABE, NORBERT GERHARD. Floricultural Production in the American Economy. 71 pp. Unpublished M.S. thesis, 1949. Univ. Ill.

204. MEACHEM, W. L. A New York Editor Looks at the Market for Florida Flowers. Fla. State Hort. Soc. Proc. 76: 409-411. 1963. 81 F66.

High quality and consistent grades are the most important factors to be considered in the northern retailer's pricing practices.

205. METZ, J. F. Flower Prices in Denmark and New York. N. Y. State Flower Growers. Bul. 165: 1, 4. Sept. 1959. 80 N486.

Author compares carnation and rose prices in New York and Denmark. Concludes that United States has a virtually untapped "flower-for-the-home" market.

206. METZ, J. F. Retailing Nursery Products. N. Y. (Cornell) Col. Agr. Dept. Agr. Econ. A. E. Res. 22, 20 pp. June 1959. 281.9 C81A.

Describes marketing practices and problems of nursery retailers in New York State.

207. METZ, J. P. Selling Prepackaged Flowers in Supermarkets. N. Y. (Cornell) Co. Agr. Dept. Farm Econ. 214: 5739-5741. Mar. 1959. 280.8 C812.

Gives results of a sales test in Rochester, N. Y. on the use of the aqua-pack in four supermarkets during January and February 1958. Results indicated a good market for the aqua-pak.

208. METZ, J. F., and TROTTER, C. E. Marketing Floricultural Products in the Northeast--I. Growers. N.Y. (Cornell) Agr. Expt. Sta. Bul. 980, 34 pp. Dec. 1963. 100 N48C.

Covers current status of floriculture in the Northeast and the nature and extent of changes taking place in the production and marketing of floricultural products in the 12 Northeastern States.

209. METZ, J. F., JR. Youth Education, Sales Problems Subjects of Cornell Research. Florists Rev. Apr. 25, 1957. 80 W41.

Gives a brief description of the floral marketing research being carried out at Cornell University.

210. MICHIGAN STATE LIBRARY. Roots and References. Lansing, 1964, 36 pp. 241 M583.

A selected bibliography for retail florists and growers of Michigan.

211. MIKLIUS, W., and DeLOACH, D. B. Trends in Cut Flower Industry; Study of Production Trends, Returns to Growers, Out-of-State Sales, and California Retail Consumption During 1950-1958. Calif. Agr. 13(11): 2. Nov. 1959. 100 C12Cag.

Findings showed California flower sales increased 58.2 percent between 1950 and 1958; however, all taxable retail sales increased 60.8 percent in the same period.

212. MIKLIUS, W., and DeLOACH, D. B. Relationship of Air Freight Rates to Out-of-State Cut Flower Sales. Calif. Agr. 14(10): 2-3. Oct. 1960. 100 C12Cag.

Authors conclude that lower air freight rates alone will not provide an answer to the competitive problem in out-of-State markets for California grown floral products.

213. MIKLIUS, W., and DeLOACH, D. B. Effect of Air Freight on Cut Flower Sales. Jour. Farm Econ. 43(3): 683-690. Aug. 1961. 280.8 J822.

Lower air transportation rates do not appear to be the way to increase demand for California flower growers' products. The authors suggest the industry should examine other cost items to discover the most efficient marketing method.

214. MILLER, R. A., and KIPLINGER, D. C. Comparison of the Effect of Bag Films on Keeping Quality of Flowers and Plants. Ohio Farm and Home Res. 44(319): 62. July/Aug. 1959. 100 Oh35.

Findings revealed that different packaging materials give varying effects on floral products such as potted and cut chrysanthemums, cut roses, and carnations.

215. MITCHELL, G. H. Christmas Tree Purchasing Habits in Greater Cleveland, Ohio, 1957. Ohio Agr. Expt. Sta. Res. Circ. 65, 16 pp., illus. Mar. 1959. 100 Oh3r.

Results of a telephone survey to determine consumer's purchasing habits for Christmas trees and greenery. The results were compared with a similiar study conducted a year earlier in Columbus, Ohio.

216. MITCHELL, G. H., and CASEY, R. R. Marketing Ohio Grown Christmas Trees Through Wholesale Outlets. Ohio Agr. Expt. Sta. Res. Cir. 47, 14 pp. Sept. 1957. 100 Oh3r.

A survey of wholesalers in three Ohio cities revealed a complex operation. Findings also showed that successful growers planned Christmas tree marketing carefully as to timing and alternative outlets.

217. MITCHELL, G. H., and KENDRICK, J. G. Retailing and Wholesaling of Christmas Trees Within Selected Areas. North Central Region. Ohio Agr. Expt. Sta. Res. Bul. 872. North Cent. Region. Pub. III. Jan. 1961. 100 Oh3S.

A survey of retail Christmas tree dealers in major cities in the North Central Region. Provides information on species and quality preferred, prices, source of supply, marketing duration, and other characteristics.

218. MITCHELL, WALTER L., JR. Standard Ratios for Retailing (Guides to Efficiency and Profits in Fifty Trades), pp. 157-158. Research and Statistical Division. Dun and Bradstreet, Inc. New York, N.Y. 1940. 284.9 D912.

'1940 retailers operating cost survey--florists and nurseries--analysis of 1939 operations.

219. MONTANA STATE UNIVERSITY. Marketing Montana Christmas Trees. Mont. Forest and Conserv. Expt. Sta. Bul. 2. Dec. 1949. 100 M76.

Major emphasis is placed on proposed grading rules for Douglas fir Christmas trees.

220. MOORE, E. J. Wholesaling Floral Commodities in the Chicago and New York City Markets. U.S. Agr. Mktg. Res. Rpt. 175, 32 pp., illus. June 1957. 1Ag 84Mr.

Description of commission and merchant wholesalers' functions. Discusses procurement, marketing methods, and supply channels for cut flowers.

221. MOORE, E. J. The Gladiolus Industry is Changing. Gladiograms 36: 7-8. Sept. 1958. 96.43 N813.

States that two changes are occurring in the gladiolus sector of the floral industry--(1) Production is shifting from the East and Midwest to Florida, Texas, and California, and (2) the average size of operations is increasing.

222. MOORE, E. J. Expanding the Retail Market for Floral Products, Some Economic Aspects. U.S. Dept. Agr. AMS-286, 11 pp. Jan. 1959. A280.39 M34Am.

Stresses marketing of floral commodities in food chains and variety stores.

223. MOORE, E. J. Floral Marketing by Wholesale Growers in New York and Chicago. U.S. Agr. Mktg. Res. Rpt. 323, 44 pp. May 1959. 1Ag 84Mr.

Descriptive report--market structure, transportation, market allocation, marketing costs and services, selling methods, and suggested improvements.

224. MOORE, F. S. The Role of Floriculture in the Agriculture of Florida. Diss. Abs. 20(10): 4074. Apr. 1960. 241.8 M58.

Appraises current and potential importance of floriculture in the agricultural economy of Florida. Floriculture ranks third, behind citrus and truck crops in gross receipts from marketing. Thermal advantages of specific areas have contributed to growth of the industry and will influence future growth.

225. NEW YORK STATE DEPT. OF AGRICULTURE AND MARKETS. Daily Cut Flower Market Report. Bur. Mkts. Mkt. News Serv., 93 Worth St., New York 13, N. Y. 286.83 N487Br.

Market news service report giving prices, and supply and demand situation.

226. NICHOLLS, C. A., SMITH, C. N., and BROOKS, D. L. A Survey of the Florida Foliage Plant Industry. Fla. Agr. Expt. Sta. Bul. 615, 30 pp., maps. Dec. 1959. 100 F66S.

Descriptive summary of foliage industry including value of sales, production areas, selling practices, market outlets and distribution patterns, employment, and problems of the industry.

227. NISBET, F. J. An Economic Study of Selected Plant Nurseries in New York State, 1947. N. Y. (Cornell) Agr. Expt. Sta. Agr. Econ. Rpt. 701, 31 pp., illus. June 1949. 281.9 81A.

A survey of New York nurserymen to determine factors contributing to profits.

228. NORTON, WILLIAM DeVOE, and others. The New York City Wholesale Cut Flower Market--A Market News Service Study, 1937-44. Off. Mkt. News Serv., N. Y. State Dept. Agr. and Mkts., 94 pp., illus. 1945. (Processed.)

Annual summary of receipts and price ranges for 15 major cut flower crops as reported in the daily wholesale cut flower market report.

229. PADGETT, J. H. The Athens Market for Woody Ornamentals. Ga. Agr. Res. 2(1): 4-6. Summer 1960. 100 G295.

Discusses relationship of landscaping expenditures to value of homes. Findings indicated a positive relation between landscaping expenditures and purchase price of house.

230. PADGETT, J. H. Marketing Woody Ornamentals in Georgia. Ga. Agr. Res. 2(1): 5, 6. Summer 1960. 100 G293M.

Stresses importance of marketing to industry. It urges nurserymen to consider the changing consumer demands, and to adjust operations accordingly.

231. PADGETT, J. H., and AARON, T. D. Economic Analysis of the Consumer Market for Woody Ornamentals. Ga. Agr. Expt. Sta. Mimeo Ser. (n.s.) 108, 28 pp. Jan. 1961. 100 G293M.

Evaluates the influence of the following factors on household expenditure for nursery products: (1) Family income, (2) value of house, (3) age of house, (4) number of woody ornamentals when house was purchased, and (5) community or neighborhood.

232. PADGETT, J. H., and FRAZIER, THOMAS L. The Relationship Between Costs and Pricing of Woody Ornamentals. Ga. Agr. Expt. Sta. Bul. (n.s.) 100. Dec. 1962. G293B.

A case study designed to determine in detail the cost associated with wholesaling woody ornamentals, and to develop a framework for an acceptable pricing policy.

233. PADGETT, J. H., MULL, WILBUR, and FRAZIER, T. L. The Effect of Merchandising Practices by Retail Nurserymen on Consumer Buying. Ga. Agr. Expt. Sta. Univ. Ga. Col. Agr. Bul. (n.s.) 140, 36 p. Apr. 1965. 100 G29313.

The objective of the study was two-fold: To describe the image that the garden center portrays to customers, and to determine buying habits of garden store customers.

234. PAINE, C. W. E. Western Nursery Merchandising Trends. Amer. Nurseryman 112(4): 13-14, 86-87. Aug. 15, 1960. 80 Am371.

California survey of merchandising trends and practices in nonnursery outlets. Factors influencing nursery purchases included quality and plant appearance, clerk's recommendation, and price.

235. PARK, E. L. Flowers, Ornamentals a Growing U.S. Business. U.S. Dept. Agr., Agr. Situation. 48(8): 12. Aug. 1964. 1Ec7Ag.

Reports on a six-State 1963 study of wholesale cut flower and nursery stock sales by the U.S. Crop Reporting Board. Sales during 1963 increased about 18 percent over 1962.

236. PARVIN, PHIL, and KRONE, PAUL. Incidence of "Please Omit" Notices in Selected Newspapers. Florists' Telegraph Delivery Assoc. Florists' Inform. Com., Mich. State Univ. Cooperating. Feb./Mar. 1960. 80 F6693.

Summarizes findings of a 44-State newspaper survey to determine the prevalence of "Please omit flowers" in obituary notices.

237. PATCH, F. W. Always Grow What the Consumer Wants; the House Plant Trade. Florists' Rev. 124(3224): 27-28, 79-80. Sept. 10, 1959. 80 W41.

Reviews consumers' preferences for colorful, low cost, dual-purpose plants. Lists characteristics of best sellers.

238. PATCH, F. W. Today Florida Spells Foliage. I. Florists' Rev. 126(3254): 17-19, 91-94. Apr. 7, 1960. 80 W41.

Description of Florida's foliage plant production. The world's leading growers are from Florida.

239. PATE, J. W., and FURUTA, T. Effects of Containers on Azalea Sales. Ala. Agr. Expt. Sta. Prog. Rpt. 73, 2 pp. Feb. 1959. 100 AL1M.

Reports results of a two-city sales test to determine the influence of colored containers on azalea sales. Findings showed the color of container made no difference in plant sales.

240. PAULS, D. E., and HARRINGTON, A. H. The Nursery Industry of Washington. Wash. Agr. Expt. Sta., Sta. Cir. 372, 10 pp., map. Mar. 1960. 100 W27S.

Descriptive report giving various factors affecting the industry--climate, production, labor, plant classification, and transportation.

241. PEASE, R. W. Some Effects of Location on West Virginia Nurseries Marketing Ornamental Plants. W. Va. Agr. Expt. Sta. Bul. 394, 15 pp., illus. Feb. 1957. 100 W52.

Report covers the effect of location on nursery marketing and services under West Virginia conditions.

242. PEASE, R. W. Marketing of Ornamental Shrubs and Trees by West Virginia Nurseries. W. Va. Agr. Expt. Sta. Bul. 417, 19 pp., illus. June 1958. 100 W52.

Descriptive report of marketing practices of full-time nurseries with discussion of some of their major marketing problems.

243. PEASE, R. W. The Balled and Burlapped Pack of Ornamental Shrubs and Trees. W. Va. Agr. Expt. Sta. Bul. 432, 16 pp. Oct. 1959. 100 W52.

Comparisons of evergreen shrubs with deep and shallow root systems and narrow and broad leaves. Estimates number of years required for 1 acre foot of soil loss if plants are balled and burlapped for marketing. Also gives labor requirements for balled and burlapped pack under varying weather and soil conditions.

244. PEASE, R. W. Part-Time Nurseries and the Market for Ornamental Trees and Shrubs. W. Va. Agr. Expt. Sta. Cir. 110, 14 pp., maps. Aug. 1960. 100 W52.

Describes the ornamental industry in West Virginia. Opportunities and considerations for success of part-time nurseries are discussed.

245. PEASE, R. W. Consumer Purchases and Preferences in Landscaping. W. Va. Agr. Expt. Sta. Bul. 462, 38 pp. June 1961. 100 W52.

Agricultural experiment stations of Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and West Virginia participated in this study

in cooperation with the U.S. Department of Agriculture. A survey was conducted of homeowners with homes valued in excess of \$10,000 located in these seven Northeastern States to determine type, number, and dollar value of plants purchased for landscaping; channels through which purchases were made; seasonal characteristics of purchasing; and other economic and demographic information affecting purchases of nursery products.

246. PEASE, R. W. Expanding the Demand for Floricultural Products Sold by Florists. W. Va. Agr. Expt. Sta. Bul. 477, 22 pp. June 1962. 100 W52.

A report analyzing the promotional activities and sales of florists indicates that continuous sales promotional innovations are necessary to sustain a high demand over the years.

247. PETERS, C. W. Selling Hawaiian Floral Products, A Market Appraisal--Part I. Hawaii Agr. Expt. Sta. Agr. Econ. Bul. 10, 44 pp., illus. Dec. 1956. 280.9 H312.

Reviews the status of the Hawaiian floral marketing system and the reaction to it on the Pacific Coast. Suggestions are offered for improvements at the shipping, wholesaling, retailing, and consumer levels.

248. PETERS, C. W. An Economist's View of the Market for Floral Products. Paper presented at the 1957 Convention of the California State Florist Association in Honolulu, Hawaii. Hawaii Agr. Expt. Sta. Dept. Agr. Econ. 8 pp. (Mimeographed.) Oct. 1957.

249. PETERS, C. W. Direct Mail Shipment of Hawaiian Cut Flowers and Foliage. (Part II.) Hawaii Agr. Expt. Sta. Agr. Econ. Bul. 15, 30 pp. Sept. 1958. 280.9 H213.

Traces the patterns of floral shipments from the producers in Hawaii to the mainland consumers. Includes topics such as operating method, supply sources, pricing, obstacles and problems, delivery time, consumer attitude, and improvements for market development.

250. PETERS, C. W. A Report on Selected Mainland Markets for Hawaiian Floral Products. A market appraisal (Part III.) Hawaiian Agr. Expt. Sta., Agr. Econ. Bul. 17. Nov. 1958. 280.9 H312.

Describes movement of Hawaiian floral supplies in 14 U.S. mainland markets. Suggested improvements cover many aspects of the marketing system.

251. PETERS, C. W. Some Observations on Direct Mail Selling of Horticultural Specialty Crops. Hawaii Agr. Expt. Sta. Agr. Econ. Rpt. 48, 16 pp. Dec. 1960. Agricultural Experiment Stations of California, Colorado, Hawaii, Oregon, and Washington, in cooperation with U.S. Department of Agriculture. 275.29 H312Ae.

Survey of Hawaiian flower shippers; mainland dealers located in Oregon, California, Illinois, and New York; and advertising agencies servicing floral accounts to determine the potential of direct mail selling of Hawaiian floral products. The study covers quality and other commodity factors, and methods employed in direct sales including mailing list advertising and sales promotion, market development, and operating cost. The effect of such factors as seasonality and holiday selling is also discussed.

252. PFAHL, P. B. The Effectiveness of Promotional Appeals in Merchandising Floral Products. Diss. Abs. 19(12): 3163. June 1959. 241.8 M58.

A report on results of a test conducted over 57 weekends in 6 retail florist shops offering specials from \$0.35 to \$2.50. The promotions included newspapers, radio, direct mail, and open house. Findings showed that sales and profits increased in test shops over the control group.

253. PFAHL, P. B. Merchandising in Retail Flower Shops. Pa. Retail Florists. Bul. 29: 1-2. June 1959. 81 P383.

Discusses large volume selling and its effect on prices and profits. Suggests that cash and carry specials offer the best way to merchandise flowers for use in the home.

254. PFAHL, P. B. Merchandising Flowers. Florists' Rev. 130(3368): 21-22, 71-73. June 14, 1962. 80 W41.

Improved advertising and promotion practices offer a practical answer to competition.

255. PFAHL, P. B., TROTTER, C. E., and PEASE, R. W. Merchandising for Profit in Retail Flower Shops. Pa. Agr. Expt. Sta. Bul. 659, 26 pp. Aug. 1959. 100 P381.

Results of a floral promotional test program in Pennsylvania and West Virginia using expanded advertising, merchandising, and public relation techniques to increase retail sales. Interviewes were used to check consumer reaction during the test program. Economic effect on Pennsylvania florist shops is appraised.

256. PINNEY, J. J. A Basic Stock Record System for Nurserymen. Amer. Nurseryman 120(9): 7, 38, 40, 42-48. Nov. 1, 1964. 80 Am371.

Discusses methods of inventory control; states that no one method can meet the need for all nurseries. Suggests that each nurseryman adopt or devise a method that fits his needs. Emphasizes that a good method of inventory control is one of the most essential tools of good management.

257. PINNEY, J. J. Major Trends in the Nursery Trade; New Methods, New Demands Bring Significant Changes. Amer. Nurseryman 119(9): 7-8, 81, 83, 89-93. May 1, 1964. 80 Am371.

Notes new developments in the industry including changes and trends in retail outlets, packaging, plant varieties, and landscaping.

258. PITTMAN, J. F., and FAVER, W. H. General Characteristics of the Retail Florist Industry in South Carolina. S. C. Agr. Expt. Sta. Cir. 126, 27 pp. Feb. 1960. 100 So8.

Description of the operating practices of retail florists in South Carolina.

259. POST, KENNETH. Weight Grading of Cut Flowers. N. Y. State Flower Growers, Inc. Bul. 30, pp. 4-7, illus. Ithaca, N. Y. Feb. 1948. 80 N486.

Proposes standards using weight for grades. Author states that weight is a good index of stem diameter and length and size of flowers.

260. POTTER, C. H. Annuals for Cut Flowers. Marketing Florists' Rev. 123(3191): 27-28, 100-101. Jan. 22, 1959. 80 W41.

Gives pointers on producing and marketing of annual flowers.

261. POTTER, C. H. The Growth of a Market. Florists' Rev. 126(3276): 29-30, 75-76. Sept. 8, 1960. 80 W41.

How a flower growers' marketing cooperative in Portland, Oreg. was formed in the early 1940's and how it now operates.

262. POTTER, C. H. Growing and Selling Bedding Plants. How to Sell Them. Florists' Rev. 127(3297): 27-28, 71-73. Feb. 2, 1961. 80 W41.

Author points out that florists, including bedding plant merchandisers, have stood by and let business slip away. Fortunately the industry is waking up and doing more advertising and promotion to increase sales.

263. POTTER, C. H. Quality, Chief Factor in Successful Merchandising. Florists' Rev. 132(3421): 25, 60-61. June 20, 1963. 80 W41.

Cites some good experiences of several Portland, Oreg. florists who used weekend specials to increase store traffic and total sales.

264. POTTER, C. H. Co-op Operates as Commission House or as Common Market. Florists' Rev. 133(3450): 25-26, 60-61. Jan. 9, 1964. 80 W41.

How a cooperative operates in marketing flowers in Spokane, Wash., and Portland, Oreg.

265. POTTER, C. H. Begonias. What is Market Potential for Outdoor Begonias. Florists' Rev. 136(3512): 33, 48-50. Mar. 18, 1965. 80 W41.

Describes various outdoor uses for begonias. States that begonias are colorful and well suited to use as bedding plants, for hanging in baskets, as patio plants, and as outdoor plants for shopping centers.

266. POWELL, J. V., and EDMAN, V. G. Marketing Flowers. U.S. Dept. Agr. Mktg. Res. Rpt. 704, 28 pp. Apr. 1965. 1 Ag84Mr.

A study of the credit and financing problems of retail and wholesale florists in four Iowa cities.

267. QUIGLEY, K. L., and MITCHELL, G. H. Ohio-Grown Christmas Trees-- Production and Marketing. U.S. Dept. Agr. Forest Serv. Tech. Paper 152, 17 pp., illus. May 1958. 1.9622 C3T222.

Gives information on species, quality, grades, prices, production, and marketing.

268. RADA, E. L. Marketing Floral Products--Here and There. Hawaii Agr. Expt. Sta. Agr. Econ. Rpt. 8, pp. 57-69, illus. (First Floral Clinic Proc.) Aug. 1951. (Processed.)

269. RADA, E. L. Mainland Markets for Hawaiian Flowers and Foliage. Hawaii Agr. Expt. Sta. Agr. Econ. Rpt. 9, 163 pp., illus. Feb. 1952. 280.9 H312.

Export demands, characteristics of the market, availability, prices, how flowers are used, sales potential, and transportation.

270. RADA, E. L. Floral Wholesaling in Southern California--An Economic Analysis. U.S. Dept. Agr. Mktg. Res. Rpt. 406, 80 pp. June 1960. 1 Ag84Mr.

Describes and evaluates marketing practices, services, costs, margins, and prices for 10 southern California counties with recommended changes to increase floral sales.

271. RADA, EDWARD L. Some Problems of Marketing Hawaiian Floricultural Products on the Mainland. Hawaii Col. Agr. Dept. Agr. Econ. Rpt. 4, 12 pp. Mar. 1951. (Processed.)

272. RALEIGH, S. M., and SMITH, R. C. Marketing Nursery Products. Del. Agr. Expt. Sta. Bul. 352, 17 pp. Jan. 1965. 100 D37S.

Analysis of marketing practices of full-time as well as part-time nurserymen located in Pennsylvania, New Jersey, and Delaware. A significant finding was that many firms do not have adequate records for profitable business management decisions.

273. RALEIGH, T. Consumer Motivation Study Advises Special Occasion Rose Marketing. Florists' Exch. and Hort. Trade World 130(26): 9. June 1958. 80 F666.

Summarizes a study done by Opinion Research Corp., Princeton, N. J., sponsored by Rose, Inc. The study was primarily concerned with the consumer image of roses and other flowers.

274. RASMUSSEN, A. O. The Nursery Industry in Pennsylvania. Amer. Nurseryman 110(2): 13, map. July 15, 1959. 90.2 Am3.

A description of the history and growth of the Pennsylvania Nurseryman's Association. In 1904, nurserymen in Pennsylvania organized to form a State nurseryman's association with 169 members who planted 2,719 acres; by 1957 the number of members had grown to 671 who planted 14,426 acres to nursery stock.

275. RIOS, JOSE MARIANO, MARXUACH, SERIGO, SILVA, EDMUNDO, and others. Marketing Horticultural Specialties in Puerto Rico. P.R. Agr. Expt. Sta. 1956. 100 P83Ex.

Evaluates the present marketing system of Puerto Rico and appraises the major marketing problems.

276. ROGERS, M. N. Controlled Atmosphere Storage. Florists' Rev. 131(3381): 21-22. Sept. 13, 1962. 80 W41.

Discussion of technical problems involved in controlled atmospheric storage of flowers. Article states that the main problem in attempting to add shelf life to flowers through controlled atmospheric storage revolves around ability to control levels of carbon dioxide in the package.

277. ROGERS, M. N. Effects of Preharvest Care. Florists' Rev. 130(3379): 17-18, 61, 75. Aug. 30, 1962. 80 W41.

Reviews factors affecting shelf life of flowers. For example, keeping quality of flowers can be affected by the amount of sunlight just prior to harvesting, by pollination in some varieties, and by a host of other factors.

278. ROGERS, M. N. Sell Flowers that Last. Florists' Rev. 131(3382): 23-24, 78. Sept. 20, 1962; 131(3383): 21-22, 63. Sept. 27, 1962; 131(3384): 71-72. 101-103. Oct. 4, 1962; 131(3385): 29-30, 71-73. Oct. 11, 1962; and 131(3386): 25-26. Oct. 18, 1962. 80 W41.

Part I. Describes methods of conditioning flowers prior to sale to extend life of blossoms. Recommended methods include "method packing" for low temperature and "dry pack" for storage.

Part II. Suggests control methods to minimize damage from the ethylene gas that is given off by all plants. This gas speeds up the maturing process.

Part III. Discusses use of commercial preservatives for increasing cut-flower vase life. Author suggests that doubling the useful life of flowers will improve consumer acceptance.

Part IV. Describes the effect of water loss on cut flowers and offers possible delaying procedures.

Part V. Suggests trade practices that will prolong life of flowers. Also stresses that all industry segments must work together to improve keeping qualities of flowers.

279. ROLAND, R. H. More Flowers Can Be Sold. Florists' Rev. 119(3079): 15-16; 119(3080): 27-28; 119(3082): 17-18; and 119(3083): 17-18. Nov., Dec. 1956. 80 W41.

Part I. A brief economic summary on the status of the industry. Emphasizes need for floral marketing research. Summarizes experience of cash and carry merchandising by a few retail florists. Recommends cash and carry sales as one means of increasing sales volume and profits.

Part II. Describes three different types of cash and carry operations: (1) Regular week-end specials, (2) cash and carry prices on all merchandise, and (3) a separate cash and carry shop. Discusses pricing policies, advertising, and personal salesmanship in shop.

Part III. Discusses the sales potential of flowers sold through mass outlets.

Part IV. Appraises impact of increased sales from mass marketing concepts, cash and carry operations of retail florists, and mass marketing outlets on growers' production practices and returns.

280. ROSE, G. The New Nursery Business. Amer. Nurseryman 115(2): 10, 118, 120-123. Jan. 15, 1962. 80 Am371.

Cites merchandising, distribution, and production changes, and ways to take advantage of the opportunities arising from these changes.

281. SAMPATH, V. Prolong the Life of Cut Flowers. Indian Hort. 5(4): 27-28, 36. July/Sept. 1961. 80 In23.

Describes various methods used to lengthen cut flower life.

282. SCARBOROUGH, E. F., and SMITH, C. N. Reporting Florida Cut Flower Shipments. Fla. State. Hort. Soc. Proc. 76: 398-405, map. 1963. 81 F66.

The market news service which reports daily Florida cut flower shipments has developed a good communications system for rapid collection and dissemination of data.

283. SCHLOSS, R. Let's Sell Flowers. N. Y. State Flower Growers, Inc. Bul. 158: 1, 3. Feb. 1959. 80 N486.

Suggests that flowers could be sold for use in industrial offices; working rooms; bus, train, and air terminals; and taxicabs.

284. SCHNEEBERG, P. A Report on Europe's Highly Successful Flower Marketing System. N. Y. State Flower Growers, Inc. Bul. 230: 5-6. Jan. 1965. 80 N486.

Describes the auction system of marketing flowers used in Western Europe. The author highly recommends this system for American flower growers.

285. SCROGGS, C. A., and BRITT, R. T. Characteristics and Practices of Tennessee Nurseries. Tenn. Agr. Expt. Sta. Bul. 300, 51 pp., maps. July 1959. 100 T25S.

Description of size, marketing practices, and problems of nurseries in Tennessee.

286. SHEEHAN, T. J. Statistics Reveal Vastness of Florida Flower Industry. Florists' Rev. 126(3258): 57, 86-88. May 5, 1960. 80 W41.

Statistical summary of the flower industry in Florida and comparisons with other States. In 1958 the Florida flower crop amounted to \$13.4 million. This was second to California's crop which was \$15 million.

287. SHEEHAN, T. J. The Flower Business in Florida. Carnation Craft 58: 1-3. June 1962. 80 C21.

Statistical presentation of the Florida floriculture industry. Also covers production practices, insects and diseases, and varieties grown.

288. SHERMAN, R. W. Marketing of Container Grown Nursery Stock through Supermarkets. Dept. of Agr. Econ. and Rural Socio., Ohio Agr. Expt. Sta. A. E. 312, Nov. 1960. 281.9 Oh32.

A report on results of sales tests in mass market outlets over a 5-year period.

289. SHERMAN, R. W., and BAKER, MAURICE. Sale of Potted Plants and Cut Flowers through Supermarkets, Columbus, Ohio, 1955-1960. Dept. Agr. Econ. and Rural Sociol. Ohio Agr. Expt. Sta. A. E. 336, 39 p. July 1962. 281.9 Oh32.

A report on the results of sales tests in mass market outlets over a 5-year period. Dollar sales per square foot of display area were about the same as for other supermarket items.

290. SHERMAN, R. W., KIPLINGER, D. C., and WILLIAMS, H. C. Consumer Preferences for Cut Roses, Carnations, and Chrysanthemums. Ohio Agr. Expt. Sta. Res. Cir. 31, 7 pp. Mar. 1956. 100 Oh3R.

Tabulations of consumer panel tests. Gives reasons for purchase, color preference, and frequency of purchases by income groups for cut flowers and potted plants.

291. SHERMAN, R. W., KIPLINGER, D. C., and WILLIAMS, H. C. Flowers for Everyday Home Decoration. Ohio Agr. Expt. Sta. Res. Cir. 60, 8 p. Dec. 1958. 100 Oh3R.

A report on the findings of a telephone survey to determine kinds of flowers purchased, frequency of purchase, and income groups of the purchasers. Also, results of a consumer preference test on sweetheart roses and chrysanthemums is reported.

292. SHERMAN, R. W., and WILLIAMS, H. C. Potted Plant and Cut Flower Sales for 1955, 1956, and 1957 through Four Columbus, Ohio Supermarkets. Ohio State Univ. Dept. Agr. Econ. and Rural Sociol. A. E. 315, 15 p. Dec. 1960. 281.9 Oh32.

Reports results of 3 years' experimentation to determine feasibility of selling cut flowers and potted plants in mass market outlets. Sales per square foot of floor space for flowers was about the same as for all other supermarket items.

293. SIVERSTEN, ELMER T. Cost of Doing Business--Retail Florists' Operating Results in 1953. A Survey by Dun and Bradstreet, Inc., 4 p. New York, N. Y. 1955. 284.39 D91.

A report on the various operating expenses of the retail florist.

294. SMELLIE, H., and BRINCKLOW, P. The Use of Antiseptics for Delaying Decomposition of Cut Flowers in a Hospital Ward. Lancet 2(7311): 777-778. Oct. 12, 1963.

295. SMITH, C. N. Research on Marketing Flowers and Ornamentals--Paper presented before the marketing section, Assoc. South. Agr. Workers, Atlanta, Ga., Feb. 6, 1956. Fla. Agr. Expt. Sta. Dept. Agr. Econ., 16 p. (Processed.) 281.9 F663.

Summarizes past and present marketing research on flowers and ornamentals, as well as planned research by southern colleges and experiment stations.

296. SMITH, C. N. Marketing Flowers Through Mass Outlets. Fla. State Hort. Soc. Proc. 71: 389-392. 1958. 81 F66.

Discusses the problems of expanding the market for cut flowers through existing mass outlets. Concludes that florists' youth education program offers the best long-term solution for expanding the market.

297. SMITH, C. N. A Decade of Growth in the Florida Flower and Nursery Industry. Fla. State Hort. Soc. Proc. 74: 405-412. 1961. 81 F66.

Summarizes growth and development of industry from 1949-59. Increases of more than 85 percent in total sales were registered during the period.

298. SMITH, C. N. Marketing Nursery Products in Pinellas County. Fla. State Hort. Soc. Proc. 74: 440-443. 1961. 81 F66.

Based on a pilot study, describes the marketing practices for ornamental nursery products in Pinellas County, Fla.

299. SMITH, C. N. The Pinellas County Nursery Industry. Fla. Agr. Expt. Sta. Agr. Econ. Mimeo Rpt. 62-8, 15 pp. Feb. 1962. 281.9 F663.

Results of a pilot study on sales volume, stock inventory, and marketing practices of the nursery industry in Pinellas County, Fla.

300. SMITH, C. N. Marketing Channels for Ornamentals Nurseries. Fla. State Hort. Soc. Proc. 76: 406-409. 1963. 81 F66.

A description of the marketing channels and pricing policies of Florida nurserymen.

301. SMITH, C. N., and BROOKE, D. L. Improved Marketing of Florida Gladiolus. Fla. Agr. Expt. Sta. Agr. Econ. Mimeo Rpt. 56-2, 20 pp. Oct. 1955. 281.9 F663.

A marketing report on 1952-53 gladiolus crop. Reviews the industry's growth, changes in marketing practices, price trends, and grading.

302. SMITH, C. N., BROOKE, D. L., and CHIANG, T. L. Marketing Florida Ferns. Fla. Agr. Expt. Sta. Bul. 647, 34 pp. June 1962. 100 F66S.

A report covering Florida's fern growing industry. Discusses sales value and volume, marketing practices, and other economic factors.

303. SMITH, C. N., and BROOKER, J. R. Marketing Challenge. Sunshine State Agr. Res. Rpt. 8(2): 16-18. Apr. 1963. 100 F66Su.

Production areas, sales distribution, transportation, marketing, and outlook for Florida's foliage plant industry.

304. SMITH, C. N., HOLMES, E. S., and SHEEHAN, T. J. A Flower Cart is Unveiled. Sunshine State Agr. Res. Rpt. 6(3): 4-5. July 1961. 100 F66Su.

Describes a floral display cart adaptable to supermarket flower sales. Cart allows flowers to be displayed with their stems in water and is easily rolled into a refrigerated room at night.

305. SMITH, C. N., NICHOLS, C. A., and BROOKE, D. L. Florida Foliage Plant Industry Expands. Sunshine State Agr. Res. Rpt. 3(2): 10-11. Apr. 1958. 100 F66Su.

A report on Florida foliage plant sales. Sales increased from \$3 million in 1950 to over \$10 million in 1956.

306. SMITH, C. N., and SHEEHAN, T. J. A Preliminary Report on Merchandising Cut Flowers in Two Georgia Cities. Spring of 1959. Fla. Agr. Expt. Sta.

This is one of the earlier studies on flower marketing in mass outlets. Sales per square foot of floor space were a little above those of all other items in the stores.

307. SMITH, C. N., and SHEEHAN, T. J. Expanding Markets for Flowers. Assoc. South. Agr. Workers. Mktg. Sect. Proc. 19 pp. Paper 6. 60th Ann. Conv. 1963. 4 As73P.

Encompasses sales, market characteristics, consumer preferences, advertising and promotion, physiological characteristics, and outlook for cut flowers and foliage plants and for artificial flowers. Previous studies are also considered.

308. SMITH, J. E. Seeds, Bulbs and Plants; Standard Mum Grades. Florists' Rev. 135(3500): 49-50. Dec. 24, 1964. 80 W41.

A description of the grade standards set for standard mums proposed by Gaylord and Hoxie.

309. SMITH, W. H. Vase Fresh Flowers. Gr. Brit. Min. Agr., Fisheries and Food. Agr. 72(4): 190-193. Apr. 1965. 10 G79J.

A report on the proper handling methods for flowers during the marketing processes. Also, the need for flower marketing research in the United Kingdom is stressed.

310. SOCIETY OF AMERICAN FLORISTS. Who's Who in Floriculture. Washington, D.C. 1964. 165 pp. 80 W62.

Information guide and membership listing of the Society of American Florists.

311. SORENSEN, H. B. The Nursery Industry in Texas. Amer. Nurseryman 118(2): 8, 128, 132, 137-139. July 15, 1963. 80 Am371.

Description and analysis of trends of the Texas nursery industry. The sale of nursery products in Texas increased tenfold between 1920 and 1959. The number of acres planted dropped from 10,194 in 1954 to 8,815 in 1959, while dollar sales increased from \$7.2 to \$8.0 million.

312. SORENSEN, H. B. Consumers' Sources of Information on Nursery Products and Landscape Services. Tex. Agr. Expt. Sta. MP-693, 11 pp., map. Jan. 1964. 100 T31M.

A report on findings of a consumer survey covering sources of information consumers utilize concerning ornamental plants, use and care of plants, availability of landscaping services, and other factors.

313. SORENSEN, H. B., HAMMOND, L. H., and DeWERTH, A. F. Activities of Texas Wholesale Florists. Prog. Rpt. 2075. Texas Agr. Expt. Sta. Feb. 23, 1959. 100 T31P.

Describes the activities of the Texas wholesale florists industry as well as its market structure.

314. SORENSEN, H. B., and ODOM, R. E. Packaged Rose Plant Industry of Texas. Tex. Agr. Expt. Sta. MP-483, 8 pp., map. Feb. 1961. 100 T31M.

Describes the economic status and the methods of marketing and distribution of the rose industry of Texas.

315. SORENSEN, H. B., ODOM, R. E., and DeWERTH, A. F. Consumer Preference for Flowers and Ornamental Plants. Texas Agr. Expt. Sta. MP-489, 10 pp. Feb. 1961. 100 T31M.

A summary of consumer panel members' preferences in plants and flowers for the home.

316. SORENSEN, H. B., and SMITH, W. A. Texas Wholesale Market for Christmas Trees. Texas A&M Univ. Texas Agr. Expt. Sta. Bul. 1021. Sept. 1964. 100 T31S.

A study to determine the market potential for Texas-grown Christmas trees. The findings indicate that the quality of Texas trees could be improved, and that Texas growers could furnish as much as one-half the State requirements.

317. SORENSEN, H. B., and DeWERTH, A. F. Vertical Integration in Texas Agriculture; Nursery Crops. Tex. Agr. Col. Ext. L-442, 4 pp. Sept. 1959. 275.29 T313.

An economic analysis of marketing channels for Texas Nursery Crops to determine the extent of vertical integration in the Texas nursery industry. The study revealed that 24 percent of Texas nurseries were vertically integrated.

318. SORENSEN, H. B., and DeWERTH, A. F. Vertical Integration in Texas Agriculture; Florist Crops. Tex. Agr. Col. Ext. L-485, 4 pp. Mar. 1960. 275.29 T313.

A study to determine the extent of vertical integration in the Texas floral industry revealed that about one-third of the operators have licenses for more than one type of operation.

319. SORENSEN, H. B., and DeWERTH, A. F. Wholesale Nursery Industry of Texas. Tex. Agr. Expt. Sta. MP-600, 7 pp. Aug. 1962. 100 T31M.

A study of 22 wholesale nursery producers to determine the monetary importance of crops, methods of distribution, and production and marketing costs. The findings revealed that one-half of the nurseries were individually owned and had investments exceeding \$100,000 per nursery. However, their records were not adequate for a proper analysis of their operations.

320. SORENSEN, H. B., DeWERTH, A. F., and JANSEN, E. R. Production Methods and New Markets for Texas Florists' Crops. Tex. Agr. Expt. Sta. Bul. 900, 20 pp. Apr. 1958. 100 T31S.

A report on results of a pilot test conducted to determine the varieties of potted plants that would sell in mass markets. From the test results, a production schedule for small potted plants was recommended.

321. SORENSEN, H. B., DeWERTH, A. F., and ODOM, R. E. Sale of Small Pot Plant Items in Retail Flower Shops. Tex. Expt. Sta. Prog. Rpt. 2077, 2 pp. Mar. 1, 1959. 10 T31P.

A 3-month pilot test in two florists' shops indicates that small potted plants can successfully be sold at retail flower shops.

322. STANDLEY, J. R. A Look at the 1962 Value of Sales for Cut Flowers and Nursery Products. U.S. Dept. Agr. Agr. Situation. 47(8): 10. Aug. 1963. 1 Ec7Ag.

A statistical summary of sales of four varieties of cut flowers in six leading States. In 1962 sales were up 6 percent over 1961.

323. STOTT, P., and HEELBERG, H. On Flower Grading. Florists' Rev. 127 (3281): 15, 58-59. Oct. 13, 1960. 80 W41.

Presents the wholesalers' and the growers' points of view on grading flowers.

324. STRADER, J. D. A Survey of Chrysanthemum Production and Marketing in the United States. 57 pp., illus. M.S. thesis, Ohio State Univ. 1950. (Typewritten.)

325. STRICKFADEN, J. L. Inventory Control for Greater Nursery Profits. Amer. Nurseryman 111(1): 112-115. Jan. 1, 1959. 80 Am371.

Discusses the good and bad points of inventory control. Concludes that good inventory control can eliminate the merchandise that does not move.

326. STUTTS, H. P. The Maryland Florist: A Study of Marketing Practices Related to the Selection, Care and Handling of Florist Crops in the Metropolitan-Washington Area. Maryland Agr. Expt. Sta. Misc. Pub. 297. Oct. 1957.

An appraisal of the marketing practices of growers, wholesalers, and retailers selling in the Washington, D.C. area.

327. SULLIVAN, G. D. What's Happening to Louisiana's Nursery Business. La. Rural Econ. 25(4): 13-14. Nov. 1963. 281.8 L93.

A statistical summary of trends in the Louisiana nursery business. The number of producers increased from 620 in 1955 to 800 in 1962. Total acreage increased from 3,094 in 1956 to 3,887 in 1962.

328. TAYLOR, E. G., UTTER, K. L., and LOWSTUTER, A. B. Wholesale Florist Facilities for Boston. U.S. Dept. Agr. Mktg. Res. Rpt. 570, 48 pp., maps. Dec. 1962. 1 Ag84Mr.

A discussion of the proposed redevelopment of the Boston floral market with details on financing, layout, site, ownership, management, revenue sources, construction costs, and benefits.

329. TAYLOR, H. V. Volatile Compounds from Fruit May Affect Flowers and Plants. Roy. Hort. Soc. Jour. 87(4): 187-189. Apr. 1962. 84 L84J.

Summarizes research findings which show that ripening fruit gases have beneficial uses as well as harmful effects (such as wilting of flowers).

330. THOMAS, W. H., and PITTMAN, J. F. Advertising Practices of Retail Florist Shops in South Carolina. S. C. Agr. Expt. Sta. A. E. 198, 18 pp. Sept. 1960. 281.9 C59.

Report on a study conducted to gather some basic information on advertising and other promotional practices of retail florists. The promotional methods that are employed by florists are described, and percentage of florists using each method is given.

331. THOMPSON, GEORGE, JR. Wholesale Flower Prices, 1940-49. N. Y. (Cornell) Agr. Expt. Sta. Dept. Agr. Econ. A. E. 746, 18 pp., illus. July 1950. (Processed.) 218.9 C81A.

Analysis of seasonal price variations and of the influence of holidays on the prices of roses, carnations, gladiolus, and pompons.

332. THOMPSON, GEORGE, JR. Wholesale Flower Prices, 1940-50. 193 pp., illus. Ph.D. Diss. Cornell Univ. 1951. (Typewritten.)

333. THOMSEN, F. L. New Markets for Flowers. U.S. Bur. Agr. Econ. Mktg. and Transportation Situation 44: 2-10. May 1946. (Processed.) 1.941 M8M34.

An appraisal of the potential for expanding the market for flowers. Three developments led the author to believe that the potential for market expansion was good: (1) Growth in air freight, (2) prepackaging, and (3) mass marketing through supermarkets.

334. TIMMER, HAROLD. Business Aspects of the Nursery Industry in Indiana. Ind. (Purdue) Agr. Expt. Sta. Dept. Agr. Econ. 1952. (Typewritten.)

335. TOLLE, L. J. Projections for Floriculture. Paper presented at Mich. State Florist Assoc. Meeting, Detroit. Feb. 21, 1961. (For copies, send request to author at Dept. of Management, Valparaiso Univ., Valparaiso, Ind.)

The following topics were discussed: (1) Cost-price squeeze; (2) chain stores in floral retailing; (3) increased efficiency of retail stores; (4) increased specialization, especially in production; (5) development of growers cooperatives; (6) establishment of "orderly marketing" procedures; (7) effects of wider consumer experience with floral products; and (8) effects of marketing technology.

336. TOLLE, L. J. The Purchasing Habits and Practices of Retail Florists in South Texas. Floriculture Mktg. Res., Mich. State Univ. N.D. (For copies, send request to author at Dept. of Management, Valparaiso Univ., Valparaiso, Ind.)

An appraisal of the factors affecting purchasing practices of retail florists. The findings indicated that purchasing practices of retail florists depend upon distance from wholesaler, adequacy and convenience of transportation, and management policy and economic constraints.

337. TOLLE, L. J., and NEW, E. H. Seasonal Variation in Sales of Retail Florist Merchandise. Mich. Agr. Expt. Sta. Quart. Bul. 42(1): 114-115. Aug. 1959. 100 M58S.

Describes the demand patterns for various classes of merchandise as reported by Michigan florists in 1956.

338. TOLLE, L. J., and NEW, E. H. The Monthly Composition of Retail Florist Sales by Retail Merchandise Class. Mich. Agr. Expt. Sta. Quart. Bul. 43(2): 415-420. Nov. 1960. 100 M58S.

Describes the seasonal sales patterns of eight merchandise classes as reported by Michigan florists in 1956.

339. TOLLE, L. J., JR. The Pricing Policies and Practices of Retail Florists. Dept. of Management. Mich. State Univ. Diss. Abs. Sept. 1964. 241.8 M58.

The purpose of this research was to explore the nature of retail florists' pricing methods as well as to document the attitudes on pricing practices.

340. TROTTER, C. E. A Forward Look at the Floricultural Industry. Florists' Exch. Oct. 10, 1959, p. 14. 80 F666.

An appraisal of the industry's situation and future prospects.

341. TROTTER, C. E. Why Some People Buy Flowers and Others Do Not. Florists' Rev. Apr. 9, 1959, pp. 51, 52, 150, 152. 80 W41.

Describes the "image" various groups hold of flowers. Also discusses promotion of flowers.

342. TROTTER, C. E. Promotion Increases Sales in Retail Flower Shops. Pa. Agr. Expt. Sta. Sci. for the Farmer. VII(3). Winter 1959-60. 100P 381S.

A report on a floral promotion study in Pennsylvania. The results indicate that promotion does increase sales.

343. TROTTER, C. E., and PFAHL, P. B. Promotion and Cooperation. Florists' Telegraph Delivery News, pp. 32, 83. May 1959. 80 F6693.

Report on a research project in Pennsylvania where floral promotion paid off. The florists received a \$2.00 return in increased sales for every \$1.00 spent for promotion.

344. TROTTER, W. K. Problems in Marketing Florist Crops. N. Y. (Cornell) Agr. Expt. Sta. Dept. Agr. Econ. A. E. 983, 207 pp. June 1955 (Processed.) 281.9 C81A.

A comprehensive study of all phases of flower marketing.

345. TROTTER, WARREN K. Supply-Price Relationships on the New York City Wholesale Flower Market. N. Y. (Cornell) Agr. Expt. Sta. Dept. Agr. Econ. A. E. 828, 9 pp., illus. July 1952. (Processed.) 281.9 C81A.

Gives demand and seasonal variations as well as the influence of holidays on prices and volume for the 1940-50 period.

346. UNITE, B. How to Market Flowers. Gt. Brit. Min. Agr., Fisheries and Food. 67(8): 414-417. Nov. 1960. 10 G79J.

Offers the following recommendations for a successful operation: Build a good reputation with your wholesaler, know your market, use grades, ship top quality blooms regularly, and practice fair packaging.

347. U.S. BUREAU OF AGRICULTURAL ECONOMICS. Report of Workshop on Floricultural Economics, 26 pp. Washington, D.C. June 1953. (Processed.) 1.941 M1R29.

Topics discussed in this report are market development, operating efficiency, market information, grades and standards, and crop estimates.

348. U.S. BUREAU OF THE CENSUS. Horticultural Specialties. U.S. Census of Agriculture: 1950. Vol. V, Special Reports, Part I. U.S. Govt. Printing Off. 1952. 761 pp., illus. 157.4 C173.

A special census on U.S. production and wholesale marketing of horticultural specialty crops.

349. U.S. CROP REPORTING BOARD. Cut Flowers. U.S. Dept. Agr. Crop Reporting Board, Washington, D.C. June 1958-June 1964. SpCr. 6-1 (58)-6-1 (64). A81M 342c.

Contains annual statistical summaries of production and sales of carnations, chrysanthemums, gladiolus, and roses. Also reports growers' production intentions for the next year in selected States.

350. U.S. CROP REPORTING BOARD. Nursery Products. U.S. Dept. Agr. Crop Reporting Board, Washington, D.C. June 1958-June 1964. SpCr. 6-2 (58)-6-2 (64). A286.8 M342.

Contains annual statistical summaries of production and sales of nursery products. Also reports growers' production intentions for the next year in selected States.

351. USHIJIMA, K., and KONO, T. Care, Preparation and Handling of Orchid Flowers for Market. Pacific Orchid Soc. Hawaii. Bul. 17(4): 105-107. Feb. 6, 1960. 96.2 Pam.

Discusses the means of maintaining quality during various stages of marketing. Emphasizes that a top grade flower can be very easily ruined while being transported if consideration is not given to the fact that an orchid is very delicate and will bruise and tear easily if improperly handled.

352. VALENCIA, S. M. How to Improve our Retail Florists' Business. Part I. Retailing from A to Z. Part II. How to Succeed by Trying. Florists' Rev. 135(3500): 15-16, 38-41, Dec. 24, 1964; 135(3501): 31, Dec. 31, 1964. 80 W41.

Offers some detailed suggestions on how retail florists can improve their business. The suggestions include a constant analysis of operations and appraisal of other segments of the industry, the maintenance of adequate records, improvement of public relations, furnishing of educational materials to consumers, improvement of appearance of facilities, and testing of new ideas.

353. BOGGLI, ALVI O. Retail Florists Business Analyses - A Survey of 22 Retail Florist Shops. Pa. State Univ., Pa. Ext. Serv., 36 pp. Jan. 1963. 275.28 P38.

Report designed to provide guidelines for a florist to follow in analyzing his individual operation and make comparisons with other businesses of similar size.

354. VON OPPENFELD, HORST. A Study of the Retail Florist Business. N.Y. (Cornell) Agr. Expt. Sta. Dept. Agr. Econ. A.E. 764, 38 pp. illus. Jan. 1951. (Processed.) 281.9 C81.

A nationwide study on the financial structure and management practices of retail florists. Based on interviews with 130 randomly selected retail florists.

355. VON OPPENFELD, HORST. Consumer Reaction to Special Sales. Mich. Florist, No. 294, p. 7. Oct. 1955. 80 M588.

A summary of the reactions of consumers who purchased flowers at a special sale price.

356. VON OPPENFELD, HORST, and SCHWARTZ, JOHN F. Merchandising in Retail Flower Shops. Mich. Florist, No. 293, p. 5. Sept. 1955. 80 M588.

Summarizes the results of controlled experiments conducted to test the sales effect of selected merchandising and promotion practices in retail flower shops.

357. VON OPPENFELD, HORST, SCHWARTZ, JOHN F., and KRONE, PAUL R. Merchandising in Retail Florist Shops. Mich. State Univ. Agr. Expt. Sta. Dept. Hort., East Lansing, Mich. Spec. Bul. 412, 28 pp. Apr. 1957.

A report on the results of a controlled experiment conducted in Grand Rapids, Mich. utilizing the Latin square experimental design. The findings indicated that special sales of cut flowers and plants can help all segments of the industry.

358. VOSTERS, J. B. Production of Florida Foliage Plants Today and Tomorrow. Fla. State Hort. Soc. Proc. 74: 412-413. 1961. 81 F66.

Analyzes the possible reasons for the foliage business recession and gives suggestions to prevent further depressed conditions.

359. WATKINS, J. V. Seventy-Five Years of Ornamental Horticulture in Florida 1888-1962. Fla. State Hort. Soc. Proc. 75: 476-479. 1962. pub. 1963. 81 F66.

A historical treatise tracing the Florida horticultural industry.

360. WAY, R. M. Cost of Growing Roses. Pa. Flower Growers Bul. 57. State College, Pa. Oct. 1955. 80 P382.

A cost analysis of 12 Pennsylvania greenhouse rose growers. Expenses and net sales are compared.

361. WEDDLE, C. L. Bedding Plant Trade Can Be Harnessed for Florists' Profit. Florists' Rev. 129(3350): 64, 66, 68, 70, 72, 77-79. Feb. 8, 1962. 80 W41.

Author stresses that a strong consumer demand calls for a renewed effort to market potted plants. Offers merchandising tips for growers and retailers.

362. WHITE, RICHARD P. Long-Term Outlook for Nursery Industry Shows Great Promise. Amer. Nurserymen. Mar. 1, 1954. 90.2 Am3.

An optimistic appraisal of the short-term outlook for the nursery business. Also suggests that the long-range economic outlook offers nurserymen a good future if they take advantage of the opportunities that are offered.

363. WIDMER, R. E. Minnesota Bedding Plant Production--A Growing Business; Greenhouse-Covered Area Increases 25 percent in State in 10 Years. Florists' Rev. 129(3352): 19-20, 43-48. Feb. 22, 1962. 80 W41.

Describes low cost hotbed construction as well as retail selling techniques.

364. WILLIAMS, M. Flowers-by-Wire; the Story of the Florists' Telegraph Delivery Association. Detroit, Mercury House, 1960. 430 pp. 96.04 W67.

A book reviewing 50 years of history of the Association from a faltering beginning to the present.

365. WILLITS, HAROLD W. Market Structure for Selected Floricultural Products in Pennsylvania. M.S. Thesis. Penn. State Univ. (Typewritten.)

366. WISCONSIN UNIVERSITY, COLLEGE OF AGRICULTURE, EXTENSION SERVICE. Enjoy Cut Flowers Longer. Wis. Agr. Col. Ext. Spec. Cir. 67, 4 pp. June 1961. 275.29 W75S.

A small brochure explaining how to care for flowers to make them last longer. The brochure recommends (1) using clean containers, (2) cutting at least 1 inch off stem, (3) removing lower leaves, placing stem in 100° water, and setting in cool place, (4) arranging in appropriate containers, (5) recutting stems every other day, and (6) keeping flowers away from heat.

367. WRIGHT, R. C., ROSE, DEAN H., and WHITEMAN, T. M. The Commercial Storage of Fruit, Vegetables, and Florist and Nursery Stocks. Agr. Handb. 66, 77 pp. U.S. Dept. Agr. Sept. 1954. 1 Ag 84 Ah.

A brief summary of average storage requirements for fruits, vegetables, and cut flowers that are marketed commercially.

368. ZAWADZKI, M. I., LARMIE, W. E., and OWENS, A. L. Selling Flowers in Supermarkets. R. I. Agr. Expt. Sta. Bul. 355, 23 pp. June 1960. 100 R34S.

An appraisal of the potential for selling cut flowers for home use in supermarkets. Flowers were test marketed in mass outlets each spring 1956 through 1959. The authors concluded that selling flowers in supermarkets offered a possibility for expanding sales.

#### LISTING BY SUBJECT MATTER

The numbers under each heading refer to articles or research studies listed in this bibliography. An article or research study may be listed under more than one heading.

##### I. Advertising and promotion

14	69	166	246	262	330	355
25	71	183	252	263	343	356
30	72	190	254	279	342	357
35	138	233	255	280	341	361
40	153	234	253	307	344	

##### II. Consumer preferences

8	69	128	170	195	239	291
38	131	135	177	196	245	307
49	132	137	179	218	255	315
67	130	151	181	235	273	341
68	129	155	190	240	290	344

##### III. Cost of production

1	156
2	162
92	243
93	344
147	363

#### IV. Cost of marketing

54	223	344
123	229	353
162	232	360
163	270	
218	293	

#### V. Demand and supply factors

17	74	87	152	231	271	344
37	76	88	205	230	312	345
53	77	119	212	241	337	362
57	78	133	225	248	338	
61	84	155	227	269	336	

#### VI. Description of channels of distribution

3	45	93	146	158	185	217	238	264
17	63	127	148	169	196	223	247	261
25	65	133	143	174	199	221	249	
27	73	134	145	173	209	220	250	
44	82		157	171	219	226	257	

#### VII. Grades and standards

9	32	140	259	344
10	41	147	267	347
18	75	174	301	
21	124	173	308	
25	139	219	323	

#### VIII. Mass marketing

7	35	52	125	180	207	288	296
	36	55	138	187	222	292	320
15	38	58	154	188	234	289	333
32	39	56	178	191	279	304	344
33	51	78	177	195	291	306	

#### IX. Pricing practices--wholesale and retail

5	84	174	202	228	270	332
28	88	184	204	229	269	339
31	147	186	205	234	301	344
66	154	189	217	253	303	345
74	166	198	225	267	331	

#### X. Quality maintenance in marketing channels and at home

3	47	167	204	277		329
6	159	176	214	278	281	344
11	160	198	234		294	351
23	164	200	267		309	366
33	165	201	276		316	367

# XI. Shipping and holding containers

3	48	167	239	344
6	50	173	243	
23	126	198	257	
38	151	207	278	
39	160	214	304	

# XII. Market information and statistics of production and marketing--National, Regional, and State

2	34	94	112	114	83	120	81
16	43	121	113	85	92	108	110
24	45	98	101		79	122	86
26	62	117	102	87	107	97	142
29		118	84	89	105	109	146
141	158	186	208	274	305	314	344
144	168	194	211	287	303	322	347
149	175	199	224	286	302	324	348
150	179	202	228	306	299	327	349
152	185	203	235	307	311	338	350

# XIII. Market development (other than advertising and promotion)

4	14	30	52	67	80	135	
5	16	37	53	69	115	138	
6	18	42	57	99	106	153	
8	19	44	61	111	100	179	
12	32	46	66	104	134		
181	224	247	262	383	333	346	363
208	230	250	270	296	335	352	
209	263	251	272	321	340	357	
213	237	257	279	316	344	358	
222	244	265	280	328	347	361	

# XIV. Trade practices

5	65	163	206	240	266	313	354
22	70	166	217	242	272	325	
60	103	169	223	258	285	326	
59	92	182	220	262	298	344	
63	156	193	226	260	299	346	

# XV. Transportation

11	92	174	333
23	127	173	344
47	157	223	351
48	159	269	
54	160	303	

# XVI. Miscellaneous

13	116	210	344
90	136	236	360
91	161	282	310
95	172	284	364
96	197	295	

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